MARCH 26, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Broadcast Magazine of Radio

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MAR 2 1945

Arizona's attractive state capitol building, whence KOY started off 1945 with three important broadcasts January 1, 2, and 3.

Phoenix future leaders take part in a Youth Forum discussing whether the voting age should be reduced to 18 years.

KOY broadcasts a forum in connection with the Western Governor's conference with (from left) Governor John J. Dempsey of New Mexico; Moderator Ray Busey of KOY; Nevada's Governor E. P. Carville; Sam C. Ford, Governor of Montana; Arizona's Governor Osborn; and Utah Governor Herbert B. Maw.

Governor Sidney P. Osborn speaks to his people through KOY and The Arizona Network.

KOY Serves Them All, So

They Listen to KOY

FROM governor to school child, KOY serves them all—all the vital regional, state, and civic interests. The pictures on this page give you just a beginning of an idea of how KOY supplements CBS entertainment with local color—with broadcasts that support the progress of all Arizonans.

Naturally, this local interest draws its return in enthusiastic listenership, for Phoenix knows tuning 550 brings not only superb entertainment but *what's going on* in their state and city through the voices of *people they know*. KOY's advertising results flow from this listener-attention built by KOY's policy of serving them all, all the time.

CBS KOY

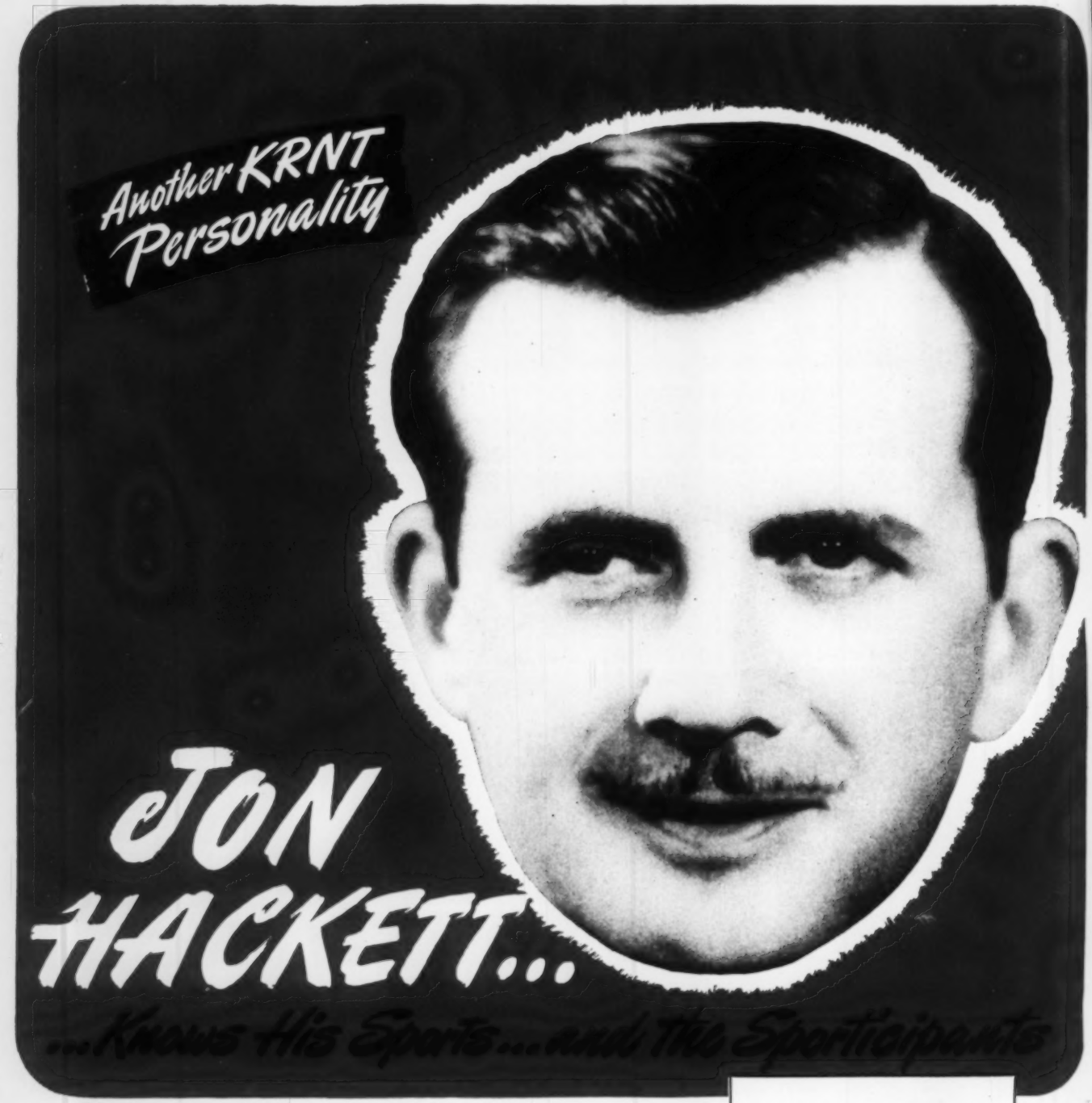
AL JOHNSON
MANAGER

PHOENIX

TO SELL ARIZONA——
The Arizona Network
KOY, Phoenix ★ KTUC, Tucson ★ KSUN, Bisbee-Lowell-Douglas

1000 Watts on
550 KC

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY



It takes far more than a wire-report and a Spalding Guide to make a real sportscaster. What it does take, Jon Hackett's got.

Jon gets around. He meets the people . . . so he knows not only his sports, but the sporticipants as well. On his daily reviews, he supplants ticker-tripe with meaty eye-witness sports-fare, served hot every afternoon and evening.

In Des Moines and its extensive trade area, fans say "This boy's the McCoy." Sponsors agree, as the folding money piles up.

Jon Hackett is typical of the listenable personalities that put plenty of friendly "sock" into KRNT's schedule from morn till midnight . . . and bring their full share of the "gate" to KRNT advertisers.

KRNT
DES MOINES

FLASH!

GENE EMERALD SHOW

Hits 6.9 Rating

Starting from scratch in January, it's already hit a 6.9 rating against day-time's strongest soap-operas. Time—3:30 to 5 P.M. daily. Quarter-hour and announcement availabilities now limited, but get the whole story from Katz.

Wholesale Grocer To Continue Advertising On WSIX For Sixth Year

E. B. Franklin, treasurer of Robert Orr & Company, distributors of famous Hermitage Coffee throughout Middle Tennessee and sections of many neighboring states, signs another WSIX contract.

Here is what Mr. Franklin had to say about the results his company has received: "We have now been advertising Hermitage Coffee over station WSIX for more than five years and during this time our coffee sales have substantially increased every year. It is also interesting to know, that in spite of rationing our coffee sales have continued to increase: although the year preceding rationing was largest of any year. Since we are distributors, we naturally want to do a job in increasing acceptance and demands for our products, by both retailers and consumers, throughout our entire territory. WSIX has done this job very satisfactorily and we shall continue to appropriate a large portion of our advertising funds in purchasing time on your station."

THANK YOU MR. FRANKLIN for these fine statements and for giving us the opportunity to be of further service.

THE KATZ AGENCY, INC., *National Representatives*

Blue *Mutual*

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

LOOK FOR GREATER Congressional interest in station ownership. Last week John C. Wheeler, son of the Montana Senator, was reported acquiring one-third interest in KFPY Spokane, with financial aid coming from his father. Now Sen. Warren G. Magnuson (D-Wash.) is understood to be looking into broadcasting for investment purposes.

WORD THAT WBT CHARLOTTE will be put on the block by CBS [BROADCASTING, March 19] has precipitated a scramble among the bidders. In addition to a local group headed by A. D. (Jess) Willard, WBT manager [see story page 43], John E. Fetzer, owner of WKZO Kalamazoo and WJEF Grand Rapids, has talked purchase with CBS executives. Understood an important North Carolina newspaper, officials of an insurance company and another prominent midwestern licensee are in the bidding. Price talk: $750,000 up. Best bet: Manager Willard will head up station regardless of purchaser.

YOU CAN EXPECT announcement that Harry Burke, assistant general manager, WOW Omaha, is new manager of KFAB Lincoln, succeeding Hugh Feltis, who resigned to become BMB president.

NOW THAT SPOT commissioning of William S. Paley, CBS president, as colonel on Gen. Eisenhower's staff, has been confirmed [CLOSED CIRCUIT, March 19], next step is being awaited. Best judgment here is that Col. Paley shortly will be nominated by President Roosevelt for brigadier generalship, which will be subject to Senate confirmation. Under regulations, spot commissioning as colonel was highest grade possible. (Aside: Col. Paley, of equal rank but junior by tenure, must at this writing salute Capt. Harry C. Butcher, USNR, Eisenhower staffer. Capt. Butcher, before the war, was CBS vice-president.)

WHILE WE'RE ON THE SUBJECT of military personnel, many will want to know that Capt. Charles W. Horn, an assistant to the Director of Naval Communications, does not plan to return to his NBC post as director of research and development after the war. He recently turned down top executive post with RCA subsidiary. He may enter Latin American radio field when he returns to civvies.

IN THE FUTURE BOOK: MBS has been selected by Treasury Dept. to provide closed circuit network April 5 (12:30-1 p.m. EWT) to permit bond-selling officials to prep their regional sales offices for Seventh War Loan Drive. Prep sessions were held "on location" previous to Byrnes' travel ban. Full MBS network and supplemental stations will be tied in. Watch for announcement that MBS scores a scoop with a pre-San Francisco conference address by Secretary Stettinius.

AS A SEQUEL to its recent order eliminating middle commercials in news programs, NBC shortly will require announcer's voice to handle intros and commercials on newscasts on its M & O stations. Extra cost to the six M & O stations for this may run into six figures.

Upcoming

NAB District 7 meeting, Cincinnati, Hotel Gibson, March 26-27; District 9, Chicago, Palmer House, March 29-30; District 8, Detroit, Book-Cadillac, April 2-3.

International Communications Merger hearings. 357 Senate Office Bldg., 10 a.m., March 27.

OWI meeting of regional chiefs, Washington, March 27-28; another with Network Advisory Committee and net officials, New York, March 29.

NAB Board of Directors, Omaha, in early May (dates to be set). On agenda—selection of J. Harold Ryan's successor.

Bulletins

ELMER DAVIS, director of OWI, and Wallace L. Carroll, deputy director of the Overseas Branch, in charge of European operations, have left the U. S. for London to confer with top military officials to plan final stages of psychological warfare operations in the European Theatre and the information organization to be set up in Germany.

* * *

BLUE NETWORK has leased from Wacker Corp., Chicago, 4200 square feet in Civic Opera Bldg. to house network sales, local sales, co-op sales, sales service and promotion departments of Central Division. Other departments will remain in Merchandise Mart Bldg. Lease signed by E. R. Borroff, Blue vice-president.

* * *

BMB SIGNED 69% of stations registered for NAB district meeting held in Jacksonville Friday. With Frank King, general manager, WMBR Jacksonville, NAB director-at-large, managing meeting and soliciting support for plan, following signed: WPDQ WJAX WMBR WIOD WFTL WQAM WDBO WWPG WFOY WSUN WSPB WLOF WTAL WTSP WJNO WMFJ WINK. (See earlier story, page 49.)

* * *

SENATE confirmation of Charles R. Denny Jr. as FCC Commissioner is expected early this week, following unanimous approval of his nomination by the Senate Interstate Commerce Committee at a 10-minute session Friday. Chairman Burton K. Wheeler (D-Mont.) reported out the nomination Friday afternoon.

GOPHER HOUR

A CURIOUS gopher (now deceased) nibbled way through main power line into transmitter of KFAC Los Angeles last week, knocked station off air from 8:04 a.m. to 9:56 a.m.

Business Briefly

SHELL BOOBY-TRAP ● Local Shell Oil Co. radio programs will use a new Shellubrication campaign, tied in with OWI and Petroleum Industry War Council campaigns. Idea conveyed is that the civilian version of a booby-trap is a car made dangerous through lack of care. List of stations carrying 5, 10 and 15-minute sports and news programs has been expanded to 23, including Yankee and Arrowhead Networks.

BENSON & HEDGES SPONSORS ● Benson & Hedges, N. Y. is sponsoring *Symphony Hall* twice-weekly on WQXR New York for Havana Cigars. Contract is for five years, also on WQXQ, FM affiliate. Agency, Arthur Kudner Inc., N. Y.

CITRUS SPOTS ● Citrus Products Co., Chicago, has sent recorded announcements to bottlers for local station use. Producer is L. W. Ramsey Adv., Chicago.

ALLEN PROMOTION ● United Artists is spending largest radio appropriation in three years for spot campaign, nationwide, for Fred Allen picture "It's in the Bag". Agency, Buchanan & Co., N. Y.

INTERNATIONAL APPOINTED ● *Word of Life Hour* (religious) has appointed International Advertisers, Grand Rapids, as agency. Broadcasts begin May 5, 8-8:30 p.m. (EWT) on 40 stations, using regional nets, transcriptions and shortwave outlets.

WHITE NAMES SEEDS ● Bob White Co., Chicago, food sales consultant, has appointed Russel M. Seeds Co., Chicago, to handle ad campaign. Account executive, Norman E. Kraff, Seed's new products division director.

SERTA PROMOTES ● Serta Assoc., Chicago (mattresses) plans extensive air campaign in the fall. Agency, Weiss & Geller, Chicago.

ZONITE SPRING CLEANING ● Annual spring campaign for Larvex mothproofing by Zonite Products Corp. will start early April with one-minute transcribed Kent-Johnson jingles for 13 weeks in several markets including WJZ New York and WBBM Chicago. Agency is McCann-Erickson, New York.

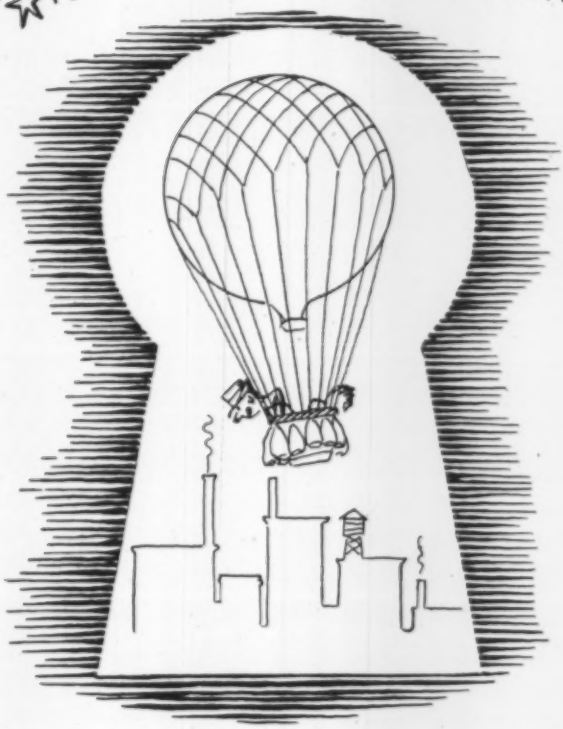
CANTEEN CONTINUES ● *Stage Door Canteen* will stay on air with new format, according to Helen Menken, radio chief, American Theatre Wing. Sponsor, network not decided, following discontinuation of sponsorship by Corn Products Refining Co., N. Y. on CBS, effective April 20. Agency, C. L. Miller Co., N. Y.

YOUNG FOR WQXR ● WQXR New York has appointed Adam J. Young Jr. Inc. exclusive representative in the Chicago area, effective April 1.

FORD MUSICAL SERIES ● April 8 Ford Motor Co. starts a musical series on 143 NBC stations, Sunday, 2-2:30 p.m. *Those We Love,*

(Continued on page 56)

FEW STATIONS IN THE NATION . . . CAN EQUAL KOA's DOMINANCE!



SURE THEY'RE USING KOA!

IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN PROGRAMS!

In addition to carrying all top-flight NBC shows, KOA presents many popular locally-produced programs. They're built to give listeners what they want to hear; *not* what KOA thinks they should hear.

All the ingenuity, ability and experience at the command of KOA's program, continuity and production personnel are called upon to make each program a standard for those which follow.

That KOA *leads the way in Denver in programs*, is evidenced in a tremendous mail response from listeners, and in the many thousands who visit KOA each month to see broadcasts of KOA programs.

You stand to make sales for your product or service, and to gain prestige for your company with a program—conceived, written and produced at KOA, and featuring personalities who are as near and dear to KOA listeners as an old friend.

Ask your nearest NBC Spot Sales representative for complete details on programs currently available on KOA.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER	50,000 Watts
PROGRAMS	Top NBC Shows
COVERAGE	Denver and the Mountain and Plains States Region
LISTENER LOYALTY*	59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE**	68.8%

*NBC Survey "1077 Cities" **Ross-Federal Survey

FIRST in DENVER

KOA

50,000 watts 850 KC

Represented by NBC SPOT SALES

"1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY"

In the newest suburb of New Orleans . . .

In the stately homes along the Mississippi
(for hundreds of miles)

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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Gentlemen will please remove their hats

Can the lid . . . Doff the derby . . . skip the skimmer! Whatever your style of lingo, you've got to take off your hat to the little lady known as Miss 580 at WCHS in Charleston, W. Va. How do we get that way? Listen to this one! Remember when Howard Chernoff went to the ETO last summer and contacted West Virginia boys in the service? Well, when those boys get back, they look Howard up. The other day, PFC Kendall Walker stopped in at WCHS and had a talk with Mr. Chernoff. During the conversation, Howard asked Kendall if there was anything he could do toward making his furlough more pleasant. Did he need any money? No. There wasn't a thing he needed. . . . BUT, just as he was leaving, PFC Walker said, "You know Howard, there IS something you can do for me. It's been on my mind, but I just hated to ask you. Do you suppose I could meet Miss 580? My sis listens to her every afternoon and used to write me every night and tell me what Miss 580 had to say."

Gentlemen will please remove their hats, and tip them in the direction of Miss 580 . . . not a glamour girl, not a movie star . . . just another woman who knows how to talk to them as well as to their sisters and mothers. Miss 580's Women's Club of the Air has been broadcast over WCHS for over five years . . . one half hour every afternoon Monday thru Friday.

Our thanks to . . .

29 local, national spot and Mutual advertisers—and their agencies, who in the past

24 weeks

have added, in new business,

87 commercial quarter hours* to the weekly schedule of

WOL

"The Voice of Washington"

37 commercial quarter hours of this new business have been placed by local advertisers and their agencies, who know the real "Washington story." These advertisers are joining the WOL "old timers," 14 of which have the following renewal record:

8 have been on WOL 5 years or longer

6 have been on WOL 10 years or longer

There is a reason for this swing to the Washington market and to WOL. Write us for your copy of "The Washington Story," now in production. Meanwhile, earn while you learn, by sponsoring one of the programs listed below:

AVAILABLE!

"So the Story Goes"
with Johnny Neblett
Monday through Friday,
7:15 P.M.
following Fulton Lewis, Jr.

AVAILABLE!

"The Texas Rangers"
Monday through Friday
12:30 P.M.
following Morton Downey

AVAILABLE!

"Background for News"
with Walter Compton,
Mutual news commentator
Monday through Friday,
4:00 P.M.

* New business (not renewals) now on the regular weekly schedule, evenly distributed over morning, afternoon and night hours. Does not include participation periods for which Washington is so famous.

Represented Nationally by The Katz Agency, Inc.

KEY STATION MUTUAL BROADCASTING SYSTEM

Lexington's Bluegrass Loose Leaf Burley Tobacco Sales .. SET AN ALL-TIME RECORD ...$90,000,000

This golden Burley (typical scene on one of Lexington's 24 huge warehouse sales floors, is shown above) won't be cigarettes until 1946 or 1947—but growers have already "gotten theirs" in cash (90 millions)—and they're ready to spend it now!

(50% above last year) has been paid to Bluegrass Tobacco Growers in the past 90 days. This is cash and spendable —for your clients products.

• Represented Nationally By The John E. Pearson Co.

•Only WLAP . . . fully and exclusively serves this rich Bluegrass area

Lexington, Kentucky

WLAP
A NUNN STATION

J. E. WILLIS, Manager
• BLUE • MUTUAL

THE BLUEGRASS IS KENTUCKY'S 2nd MARKET

THROUGH THESE PANELS

FLASH THE TOP
AIR SHOWS
THAT SATISFY
KFOR
ADVERTISERS

In Lincoln, and Its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a. m. to 6 p. m. Shows:

KFOR.....46.25
Station "A"...29.4
Station "B"...19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

IF YOU'RE jaded and worn by all this confusing talk about sporadic E interference, ionospheric elements and other frequency furbelows, perhaps you will find the following definition of radio comforting.

It is taken verbatim from the *Fibber McGee & Molly* program as broadcast at 9:30 p.m. last Tuesday over NBC. Dialogue is between Fibber and "Teeny," the little girl character portrayed by Molly. Writers of the show are Don Quinn and Phil Leslie.

TEENY . . . Hey, what makes a radio work, mister? Hmmm? What does? Hmmm? Will you explain it to me mister? Hmmm? Willya?

FIBBER . . . Why Teeny, do you mean to sit there with your little pigtails on the wrong end of the little pig and tell me you don't comprehend the nature of the wireless?

TEENY . . . (Giggles) No.

FIBBER . . . Well sir, close your mouth and open your eyes and I'll tell you something to make you wise. Now then . . . . What happens when you turn on your radio?

TEENY . . . It makes a kind of a click and the little light turns on.

FIBBER . . . Exactly . . . and way out in the ether, Mother Nature hears that little click, and quick as a flash she calls in all her little kills and megs and says, "radio turned on at 14th and Oak, Wistful Vista". And all the little kills hop on their killocycles, and all the little megs hop onto their megacycles and race away as fast as their little fat wave-lengths will carry em.

TEENY . . . Awwwwwww.

FIBBER . . . You know what a wave length is, sis?

TEENY . . . Sure I do, I betcha. Five feet two.

FIBBER . . . How do you figure that?

TEENY . . . My sister is a WAVE. And that is her length.

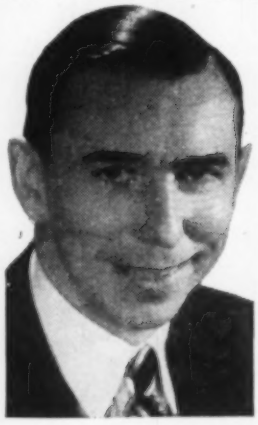
FIBBER . . . Oh, Ahem. Well sir, all them little kills and megs ride along on their kilocycles and megacycles till they see that little light that shines in your radio . . . then they hop off, into the back of the radio . . . that's why they always leave the back part of a radio open . . . and quick as a wink they decide who's gonna be music and who's gonna be dialog and who's gonna be announcements. And if any little meg or little kill has got a bad cold, they let him be the static. Well sir . . . then you hear the music and the dialog and the commercial, which is when everybody turns the radio down and rushes into the kitchen for a bottle of root-beer before the music comes on again.

TEENY . . . Poor Mr. Marconi! To think he spent his whole life laboring under the delusion that radio was based upon the utilization of electro-magnetic waves converted into electrical impulses, known as audio-frequency currents and amplified by means of the vacuum tube to a diaphragm or loud speaker. Gee if he'd only known.

SELLERS of SALES

JACK-of-all-trades and a master of them too, is a thumbnail sketch of Russell Willard Tolg, radio director of BBDO, Chicago.

Russ was born March 2, 1908 in Waukesha, Wis. He attended Carroll College and U. of Wisconsin. His first job was in the copy service and promotion department of the *Milwaukee Journal* (1928). Three years later he transferred to the newspaper's station WTMJ Milwaukee, to handle continuity. There he wrote and produced his first radio show, *Jimmy Baxter*, a quarter-hour dramatic series, five times weekly. A number of full dress rehearsals were held just before that first broadcast. Even the sound man fervently practiced his chores, one of which was to produce the sound of a boy falling into a creek, simulated by tossing a sponge into a tub of water.



RUSS

When the show took the air, however, the sound man, who, incidentally, is now a Chicago radio executive, developed a twist on his toss. The mis-aimed sponge connected with a nearby mike, resulting in a temporarily defunct WTMJ.

When Russ left the station in the spring of 1942 he was supervising the writing of 50 shows a week in addition to his other duties as sales promotion manager in charge of continuity and publicity. He then joined the continuity department of the Blue Network, Chicago. October, the same year, he went with BBDO, Chicago.

Russ handles all the timebuying for the Chicago office, buying for Murine Co.; Household Finance; Chamberland Hand Lotion, and Hart Schaffner & Marx.

He believes that too many sponsors sell their products exclusively, instead of selling themselves as an institution at the same time. He says, "There is a great opportunity for sponsors to use radio at its utmost advantage in selling ideas as well as products."

Right now, Russ is more interested in television programming than any other phase of the business.

He is a member of the Chicago Radio Management Club and holds a firm racket on the tennis court. His principal hobby is photography.

Russ married Bernice Taylor, of Milwaukee, Feb. 10, 1934. They have a four-year-old son, Tommy.

SELL PROFITABLY WITH

WDEL

Wilmington
Delaware

coverage!

in a consistently prosperous industrial and agricultural area—Delaware, southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS day & night

listener loyalty

—this station carries all the popular NBC programs—builds interest with effective local programming.

NBC BASIC STATION

Represented by
RAYMER

In fact, it is hard to think of anything this rollicking soul has not sold, in his more than fourteen years before a WOWO mike. Happy Herb is a well-known figure among musicians and radio entertainers from coast to coast.. and to highly gratified sponsors too numerous to mention.

Happy-go-lucky Herb Hayworth sings the novelty-tunes, jests with the emcee and announcer, and occasionally unburdens himself of a bit of homespun philosophy. He is clever at parodies, and unusually effective lead-ins to commercials.

On one offer, he pulled over 100,000 soap-wrappers, with dimes, for a pocket handkerchief. On another, he sold shirts to customers in more than 100 cities in the WOWO area. At present, with a "Rise and Shine" routine, he sells shoe-polish at 7:15 A.M. across the board.

Herb, aided and abetted by the "Griffin Gang"— four instrumentalists— is available for sponsorship on a noon or evening period. Ask NBC Spot Sales to break-out the figures, and an audition-record.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • KEX • KYW • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

WOWO
FORT WAYNE
Indiana's most powerful station

"Mr. Blunk, I insist on spot broadcasting for this campaign!"

● Spot broadcasting is the most flexible medium in advertising. It goes exactly where you want it, with exactly the right message for each market, at exactly the right time. It reaches more people at less cost. It is selective among sexes, age groups and, to a certain extent, among income groups. It alone can give you the kind of audience you want, *where* you want it, *when* you want it. It is radio advertising at its *top efficiency*.

Why don't *you* insist on spot broadcasting?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 13 WASHINGTON, D. C., MARCH 26, 1945 $5.00 A YEAR—15c A COPY

Inventors Claim New Broadcasting System

Frequency Saving Seen in Dynamic Range Control

By JACK LEVY

OPENING VAST possibilities for greater utilization of available space in the radio spectrum, a new system of broadcasting, called Dynamic Range Control, which permits the use of a much narrower channel in transmission of signals, has been discovered by two Government officials.

If the claims of its inventors are substantiated by developmental work now under way, the system will, among other things, make possible two to five times as many FM stations as are now obtainable in the present assigned band width of 200 kc.

In behalf of its inventors—Shannon Allen, chief of the Radio & Television Section of the Department of the Interior, and Sgt. Henry Peter Meisinger, Chief Engineer for the Section, now serving with the U. S. Marine Corps in the South Pacific—an application for a patent has been filed with the Patent Office, reserving certain rights in the use of the invention to the U. S. Government. Royalties from broadcast and receiver equipment and other devices adopting Dynamic Range Control are to go to the inventors.

The Government's interest in the invention is being handled by J. Y. Houghton, an attorney in the Claims Division, Dept. of Justice, under the direction of Asst. Atty.-General Francis M. Shea.

Development Undertaken

BROADCASTING has learned that one of the largest manufacturers of broadcast and receiver equipment has undertaken developmental work to design and perfect the Allen-Meisinger invention. It is expected that research will be carried on by other organizations to further the introduction of perfected Dynamic Range Control.

According to the claims of its inventors, the application of DRC would bring about substantial improvements in both FM and AM broadcasting, television, facsimile, recordings and transcriptions, magnetic recordings, sound films, network transmission, and practically any communication system or mechanical carrier of sound.

The invention embraces a new theory which makes it unnecessary to keep soft and loud passages of sound within the limitations of the transmitter to carry a signal without distortion or over-modulation, a danger which is averted by "riding gain" at the transmitter, i.e., building up soft tones and holding the dynamic level of loud tones.

With DRC, according to the application of the inventors, "gain is preferably imparted to all soft passages and suppression to all loud passages to bring them all as near as possible to the common ideal level for transmission or recording, and provision is made to restore at the receiver, or in the translating system, the true dynamic range of the original rendition.

High Ratio of Signal

"In this way a very high ratio of signal to noise level is maintained at all times in the transmitted or recorded signal, and in restoring the true dynamic range to the signal in the translating circuits, the dynamic level of noise is correspondingly suppressed for all soft passages with consequent improvement not only in dynamic range but in quality of the reproduction. At the same time the very loudest passages perceptible within the dynamic range of the human ear may be reproduced without distortion from overmodulation and with as good a ratio of signal to noise level as is possible with the best systems in use today."

The original in "dynamic level", according to the inventors, is restored "by reflecting in a second signal, whether on a carrier frequency or on a separate recording, the alterations in gain imparted either manually or automatically to various passages of the original rendition to reduce them to an ideal dynamic level greatly exceeding the dynamic level of the extraneous factors producing noise and the like."

This second signal, termed by the inventors the "gain control channel", is then used to restore in the translating circuits of the receiver or recording reproducer "the original true dynamic level of the original rendition".

Wide Deviation Ratio Unneeded

In the case of FM transmission, the application states, "it is unnecessary to maintain a wide deviation ratio (as the currently favored 5-to-1 ratio) to keep soft passages above the noise level and provide even an approximation of true dynamic range for passages of widely different dynamic level. Further, since the present invention suppresses noise with respect to signals of low dynamic level the deviation ratio by this invention may be materially reduced. Accordingly, the width of frequency band necessary for proper transmission of full orchestrations and the like by this new method may be greatly reduced compared to present standard practice."

In diagrams illustrating the principles of the invention, which accompany the application, an "amplitude leveler" is used to both impart gain to low passages and to act as a "limiter", suppressing passages of "excessive amplitude" to hold the dynamic range of the

(Continued on page 49)

May 9 Is Definite Clear Channel Date

Second Conference With Lawyers, Engineers To Be Held

DEFINITE assurance that the FCC will begin the clear channel hearings on May 9 then, if necessary, "adjourn for a month or two", was given a group of radio attorneys at an informal conference with the FCC legal department by Harry M. Plotkin, assistant general counsel and chief of litigation.

A Second Conference

His statement came after most of the lawyers protested that they could not be ready until after three engineering committees set up on March 16 had completed their studies [BROADCASTING, March 12]. "The Commission will take what evidence it can and will adjourn for a month or two," said Mr. Plotkin. He likewise held firm when Paul M. Segal, of Segal, Smith & Hennessey, asked that the filing date of April 2 be postponed. Mr. Segal contended that no lawyers would know by that date who was to appear.

Requests for appearances at the May 9 hearing have been filed by the Crosley Corp., Cincinnati, licensee of WLW, 50-kw Class I-A station, and Fisher's Blend Station Inc., licensee of KOMO Seattle, Class I-B station, now operating with 5 kw on 1,000 kc and which has an application pending for 50 kw.

A second conference with lawyers and perhaps engineers will be held within the next two or three weeks to assist Commission attorneys in drawing up an agenda. A public notice will be issued sufficiently in advance to permit all interested counsel to attend, according to Mr. Plotkin.

Last week's meeting, called at the request of Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, and Paul D. P.

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Paper Rationing

THIS ISSUE of BROADCASTING is thinner than usual—by some 20 pages. That's because of War Production Board paper-rationing requirements and the desire to balance our consumption this quarter. News content, however, equals that of normal issues. To meet the rationing requirements, we have reduced weight of our paper, trimmed size and effected all possible economies without, however, disturbing our news budget. We wish to express our thanks to those advertisers who, when called upon, have cooperated so wholeheartedly in the necessary readjustment of schedules.

Radio Prepares Peace Conference Coverage

Four Major Nets, 29 Independents Represented

APPLICATIONS of 29 independent stations, the four major networks, three organizations serving radio and two foreign networks last week were approved for accreditation to the United Nations Conference in San Francisco, beginning April 25.

All applications were checked by the executive committee of the Radio Correspondents Assn., of which Richard Harkness, NBC commentator, is president. The committee met with Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, and Mr. McDermott's assistant, Lincoln White, to make its recommendations. Three applications were deferred for further information.

Hotel Facilities Limited

The State Dept. called on the standing committee of the Congressional Press Gallery and the executive committee of the Periodical Correspondents Assn. to clear newspaper and periodical correspondents. Meetings also were held with those groups last week.

Confronting the State Dept. is a limitation on hotel facilities as well as travel accommodations. Correspondents are asked to share hotel rooms, since the hotel reserved for news gatherers consists mostly of large rooms.

In San Francisco a host committee, set up a few weeks ago to lay the groundwork for radio's coverage, will continue to function throughout the conference. Headed by William Pabst, general manager of KFRC San Francisco, the committee is assisting the State Dept. and broadcasters in the technical, news and programming setup.

Sumner Welles, former U. S. Under Secretary of State, has been appointed Blue Network advisor on the coverage of the San Francisco Conference and on subsequent problems of peace and international affairs, Chester J. LaRoche, vice-chairman of American Broadcasting Co., announced on Friday. Mr. Welles will broadcast a Monday evening pre-conference series on the Blue, 10:30-11 p.m., April 2, 9, 16 and 23, and during the conference will discuss the events of the session and their significance in a series of 15-minute programs, time for which has not been set.

Mr. Welles will work closely with Blue executives, both in the planning and presentation of his programs, the announcement stated. The pre-conference series, it said, "designed to present a clear-cut and authoritative analysis of the issues and problems facing the United Nations at the San Francisco conference, will see Mr. Welles as the central figure in the presentation of varied views by some of America's leading statesmen, historians and experts in the field of foreign affairs." Mr. Welles broadcast a weekly series of news analyses on Mutual, Oct. 1944 to Jan. 1945, sponsored by Waltham Watch Co.

Although stations last week still were formulating plans for covering the historical conference, WITH Baltimore already has announced that Ian Ross MacFarlane, its top commentator and veteran war correspondent, will cut daily transcriptions, to be sent air express or airmail to WITH for broadcast on his regularly scheduled newscasts as well as special programs. Mr. MacFarlane also will cover for WWDC Washington.

When Mr. MacFarlane returns to Baltimore he will lecture at a local theatre, WITH to issue tickets without charge to listeners who write in. The time and theatre are indefinite, dependent upon the length of the conference, which has been estimated at from 6-10 weeks.

S. S. Fox, president and general manager of KDYL Salt Lake City, announced that the station's news editor, John N. Page, would cover the conference.

Sessions Open

All sessions, except committee meetings, will be open to radio and the press, according to Mr. McDermott. Committee meetings will be held to iron out differences between delegates, whereas all official business will be presented at open sessions.

The four major networks plan complete coverage, including the opening session and all important meetings. Interviews with delegates also will be aired.

In addition to the American networks and broadcasters, the British Broadcasting Corp. and Canadian Broadcasting Corp. will cover the conference. Following are the stations and organizations formally accredited last week:

KFH Wichita, Kan.; KFRE Fresno, Cal.; KFWB Los Angeles; KGER Long Beach, Cal.; KGVO Missoula, Mont.; KJBS San Francisco; KLX Oakland, Cal.; KMA Shenandoah, Ia.; KMTR Los Angeles; KMYR Denver; KPMC Bakersfield, Cal.; KRE Berkeley, Cal.; KROD El Paso, Tex.; KROW Oakland, Cal.; KRNT Des Moines; KSAN San Francisco; KSD St. Louis; KSFO San Francisco; KSTP St. Paul-Minneapolis; KTMS Santa Barbara, Cal.; KUOA Siloam Springs, Ark.; WDRC Hartford, Conn.; WITH Baltimore; WWDC Washington; WKMO Kokomo, Ind.; WLW Cincinnati; WLS Chicago; WOW Omaha; KIRO Seattle; American Broadcasting Co. (Blue), BBC, CBC, CBS, Mutual, NBC, Ask Washington, "Richfield Reporter," Los Angeles; Transradio Press.

CBS to Use Full Facilities to Explain West Coast Meet to American People

By PAUL W. KESTEN
Executive Vice-President, CBS

THE BIGGEST single news development since D-Day is the meeting of the United Nations in conference at San Francisco starting on April 25th. Here the draftsmen of peace will develop the first blueprints for a postwar world.

Mr. Kesten

To give America a better understanding of the objectives of the conference and the fullest news of its progress is the immediate task of radio. Those objectives can be realized only if the whole American people are informed honestly and impartially about them and if, in the light of full knowledge, they decide to support them. There is no more efficient instrumentality for reaching the American people than radio.

CBS will bring listeners of all political persuasion and all economic levels the hour-by-hour developments of the United Nations Conference. Every vehicle known to the exacting science of broadcasting will be utilized in reporting, explaining and analyzing the great drama which is being staged on our West Coast.

Every Means Used

Columbia Broadcasting System, through the medium of its news, discussion, talks, drama, special events and educational programs, is planning to bring to the thirty million American homes the outstanding developments of the conference. No effort will be spared to present to every facet of the listening audience an understanding of the purposes and potential effects of this important international meeting.

CBS World News, under the direction of Paul White, will take to San Francisco a staff of famous correspondents, reporters and analyzers. All of these men are veterans of the CBS worldwide news gathering organization. They have served in the capitals of the world before and since the outbreak of the war and on all of its battlefronts. They bring to radio reporting a rich background of international service through intimate contact with foreign affairs. But more important, they understand the little peoples of the world—their hopes and aspirations and desire for peace and security. They know how to give America its news. It is hoped that the State Department and the conference will permit these men to utilize their recognized talents to the full, and that the conference will be a model of free and unabridged news and radio coverage that will inspire future emulation throughout the world.

Clarification Talks

Lyman Bryson, CBS Director of Education, has planned discussions of the outstanding problems facing the conference by its leading delegates. They will be heard in a series of talks aimed primarily at clarification of the issues at stake.

Norman Corwin has been assigned the task of presenting a full hour dramatized documentary program entitled "Memo to the Future."

School of the Air and Columbia's farm program, under Chuck Worcester, will present speakers on other phases of the conference to reach other segments of Columbia's nationwide audience. Special programs will be presented as the conference develops and, from its opening to closing sessions, the United Nations Conference will receive special attention from Columbia's entire staff.

Drawn for BROADCASTING by Sid Hix

"Hurry Down To the Track Meet—Laxo-Tabs Wants to Sponsor a Broadcast Of the 100 Yard Dash!"

Full Reporting of Security Session Will Be Provided by Large NBC Staff

By FRANK E. MULLEN
Vice-President, General Manager, NBC

THE UNITED Nations security conference opening in San Francisco April 25 holds the promise of being a major step toward enduring global peace when the world conflict is at last ended. So, in the public service and interest NBC has made plans to report fully the important developments of the lengthy international meeting.

Mr. Mullen

A seasoned staff of newsmen and commentators, selected with an emphasis on experience and ability rather than number, assures NBC's affiliates an adequate account of events from the opening of the sessions until announcements of decisions reached are made. However, the amount of air time devoted to the conference will be based solely on the news merit of public information made available.

NBC probably will originate many sustaining programs to report special developments at the conference but the regular commentaries of newsmen and analysts assigned, heard throughout the broadcast day, will be the backbone of the NBC coverage.

NBC's staff will be under the supervision of William F. Brooks, director of news and special events. Under his direction the broadcast report of the conference will be kept in proper proportion to the current war news. We know that spot news of the war may often transcend in importance the running story of the conference so we feel the necessity of not letting news of the sessions make us lose our perspective.

During the lengthy conference it may sometimes be necessary to cancel other programs to give results of meetings and decisions of the delegates. This will be done when we feel that the news story has enough appeal and actual importance.

NBC's broadcast report of the international convention will follow its policy of keeping the public accurately informed within the bounds of objectivity and military security.

INTERVIEWING GI's of the 1st Army on the Western Front, Ann Hunter, correspondent for WAIT Chicago, gets more news for her home station. Soldiers are (l to r): Sgt. Anthony Lombardi, Sgt. Joseph Selogo, Joseph Zencheck. All these are from the New York area.

Blue to Have Newsmen, Commentators At San Francisco for Peace Meeting

By MARK WOODS
President, American Broadcasting Co.

RADIO will have a great opportunity at the United Nations Conference in San Francisco beginning April 25 to contribute to public understanding of the problems of the peace. Nothing can be more important than a meeting of the United Nations to agree on the framework for lasting peace. Yet unless the news coverage of these vital meetings is intelligent and accurate, the peoples of the world may lack the understanding so vital to public support of peace agreements.

Mr. Woods

Easy Listening

The Blue Network of the American Broadcasting Co. will cover the proceedings of the San Francisco conference with one objective: To report the news comprehensively, and in a way that will make the discussions and conclusions easily appraisable by listeners. Whether radio meets its public obligation of intelligent coverage of this conference will depend, in great part, upon the determination of our government and the other participating nations to give access to full and complete information concerning the conference.

If a policy of "free and open discussion" is not followed at the conference, radio, together with the other communications media, will be greatly handicapped and the result, I am sure, will be public misunderstanding of the problems of the peace.

News and Comments

Intelligent coverage of the San Francisco conference, by radio, will require careful and accurate news coverage supplemented by competent interpretation from skilled commentators supplemented by broadcasts both of the proceedings of the conference and the news of the delegates. The Blue Network will make every attempt to provide this type of coverage. Such well-informed commentators as Raymond Swing, Vincent Sheean, Baukhage, Edward Tomlinson, William Hillman, Ray Henle and David Wills will be at the scene. Regularly sponsored shows, carried on the Blue Network, will originate in San Francisco whenever appropriate.

In connection with the coverage of this conference, I should like to repeat a statement of news policy made to our affiliated stations last week: "The Blue Network, as its sole editorial prerogative, recognizes an obligation to keep the public accurately informed on as many sides of as many issues as possible."

Mutual to Provide Extensive Facilities To Cover Conference of United Nations

By EDGAR KOBAK
President, MBS

THE COMING conference of the United Nations at San Francisco in April may well prove to be one of the most decisive gatherings in recent history. What comes out of that conference could very well affect the peace for decades to come.

Mr. Kobak

What the delegates say and do in San Francisco will be of the utmost importance: It will be just as important that the deliberations and decisions shall be made known to all the world so that people everywhere will have a chance of knowing the things that are being done affecting their own future.

Chance to Serve

Radio has served people in a multitude of ways in peace and in war, but never before, I believe, has radio had the opportunity to render as far-reaching a service as the opportunity it will have in San Francisco.

Mutual, as a part of the whole American broadcasting industry, is planning a most thorough-going coverage of every aspect of the United Nations Conference, and will bring to bear all of its resources of facilities and manpower.

We see the job, not as one of merely reporting meetings and speeches and decisions. Rather, we see our responsibility to be one of taking the high and often difficult diplomatic language of the delegates and of translating what is said into the language of Mr. and Mrs. World Citizen, so that they can understand and will realize the impact and the importance of the decisions upon their own life in a new world for which we all hope.

To sum it up, we expect to do a job of analytical reporting, and for this job I am frank to say that I believe Mutual is particularly well equipped. Mutual's plans, under the general direction of Phillips Carlin, vice-president in charge of programs, are fast being completed. We expect to have in San Francisco, broadcasting over the Mutual network, a large and competent group of nationally known commentators, including Leo Cherne, an authority on social and industrial economics; Alexander Griffin, who knows his way around in national affairs; Royal Arch Gunnison, who was in Poland when the Germans moved in and in Manila when the Japanese moved in; Upton Close, an authority on Far Eastern affairs; Charles Hodges, Gabriel Heatter, Fulton Lewis and Arthur Gaeth.

These well-known commentators and analytical reporters will function as a team and will be headed by John Whitmore, manager of the Mutual news division. Their headquarters will be at KFRC, Mutual's San Francisco outlet, and they will have working with them William Pabst, KFRC's manager, who has been elected by the West Coast news bureaus of the four networks to act in the capacity of chief coordinator.

Extra Programs

As at present planned, Mutual will present these commentators in their regular times, but will have, in addition, four extra broadcasts a day for the first week of the conference. After that the schedule of additional broadcasts will be kept flexible according to the volume of material to be presented. We are also planning a special "across the board" evening broadcast presenting personalities of the conference.

Supplementing the news coverage, Mutual will broadcast a number of special events programs designed to give our listeners the necessary background to a complete understanding of the meaning of the news which will be made in San Francisco.

Wheeler Hints at Government Control

Suggests Radio Should Be Common Carrier at Merger Hearing

By BILL BAILEY

HINTS that Congress may be thinking of radio as a common carrier, subject to Government rate regulation and control, were dropped last week by Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, at subcommittee hearings on the proposed merger of international communications.

During testimony of FCC Chairman Paul A. Porter, who advocated a "unified" international telecommunications system, Sen. Wheeler remarked that broadcasting "probably should be a common carrier". Mr. Porter had testified that the FCC could require that Western Union establish service in areas not served.

Not Common Carrier

Sen. Wheeler interjected that radio would not go into "unprofitable" areas. "Radio is not a common carrier under the statute," said Mr. Porter and Sen. Wheeler replied it "probably should be".

Again on Thursday Sen. Wheeler, who sought last year to ban commercial sponsorship of news on the air, made his feelings known in debate over the same subject of serving unprofitable areas.

"It seems to me a company ought to serve the public generally and take the less profitable business, too," he said. "We could say to radio broadcasters—Congress could say, 'you've got to serve the smaller towns'. They claim they're not common carriers. Congress has agreed to that, temporarily."

The hearings recessed Thursday noon, after Mr. Porter completed two days of testimony, until 10 a.m. Tuesday (March 27), when the War and State Depts. are expected to testify with definite plans for a merger. Attending last week's hearings were Chairman Wheeler, Sen. McFarland (D-Ariz.) and Sens. White (Me.), Austin (Vt.) and Capehart (Ind.), Republicans. Also in attendance, but not a member of the subcommittee, was Sen. Moore (R-Okla.). Sen. Johnson (D-Colo.) is the sixth member of the subcommittee.

Chairman Porter made it plain on Thursday that international broadcasting is not included in plans for the merger which embraces common carriers. "Somebody suggests that if you incorporate shortwave you'd get rid of OWI," quipped Sen. Wheeler. "I think that's a matter for Congress to consider," replied Mr. Porter.

Rear Adm. Joseph R. Redman, director of Naval Communications, previously had testified that "broadcasting people haven't been very orderly during the war; they have extended into other bands." The general impression was that Adm. Redman advocated including international broadcasting when he proposed a merger, although his prepared statement had reference only to common carriers.

Mr. Porter, taking the stand on Wednesday, traced the history of international communications, submitted several exhibits and placed in the record a history of the British international communications setup, which was merged under law some years ago. Secretary of the Navy Forrestal on Monday advocated a merger in which the Government would be an active participant. Adm. Redman elaborated by suggesting that five cabinet members be included in a board of directors of 20. FCC Chairman Porter opposed Government participation, but advocated that the proposed merged corporation should be under FCC control.

White "Overcome"

SEN. WHITE (R-Me.), Minority Leader and co-author of the White-Wheeler Bill to amend the Communications Act, which died in the last session of Congress, was "overcome" by FCC Chairman Paul A. Porter's continual deference to Congressional authority during hearings last week on the proposed international communications merger. Several times Mr. Porter referred to questions as within the province of Congress and not the FCC. Finally Sen. White commented: "I'm quite overcome by this new deference shown to Congressional wishes." Mr. Porter's predecessor, James Lawrence Fly, was at odds with Congress most of his stormy five years at the Commission helm.

Sen. Wheeler remarked that the corporation should be either owned outright by the Government or the Government should remain at "arm's length."

To Await Testimony

Chairman Porter offered no concrete plan, but told the Committee the Commission preferred to wait until all testimony is in, then submit a recommendation based on the evidence. He said the FCC had considered public hearings, but since the Senate Committee was conducting hearings, such action would be duplication of effort.

Mr. Porter listed several reasons why international communications should be merged. Among them was scarcity of frequencies. He also told the Senators many parts of the world are without service because it is economically unfeasible.

"The FCC has previously been on record for consolidation, and to that extent supports the Navy Department's position," said Mr. Porter. "However, I believe that it would be unfortunate at this time if the Committee's thinking crystalized upon any particular form of organization. I have serious reservations about the structure proposed by Adm. Redman and I think the Committee should give detailed consideration to what I believe are basic principles of public administration, which are involved."

The type of organization suggested by the Navy would, said Mr.

(*Continued on page 42*)

THE SWING was to Swing, when the British Broadcasting Corp. presented to the Blue Network commentator this handsome silver cigarette case (loaded with a popular brand) at a testimonial luncheon in Washington. Here are (l to r): Bob Kintner, Blue vice-president; Raymond Swing; John Salt, BBC North American director, who made the presentation; Lord Halifax, British Ambassador, and Paul A. Porter, FCC chairman. The case was inscribed: "Presented to Raymond Swing by the BBC in recognition of his unique contribution to Anglo-American understanding during the years 1935-1944 in interpreting the United States of America to the people of Great Britain." Mr. Swing was awarded a George Foster Peabody citation last week (see page 46).

Adam Hat on 30

ABOUT 30 stations throughout the nation are now carrying the quarter-hour Adam Hat Stores mystery thriller, *The Strange Dr. Weird*, under sponsorship of local dealers, according to the agency, Buchanan & Co., New York. The program, which recently had the Hooper rating of 6.1, is available to Adam Hat dealers in transcription form, the agency said, and no charge will be made for its use.

Downey Proposes Speech Broadcast

No Action Can Be Taken on 10-12 a.m. Session Daily

NO FORMAL action can be taken by the Joint Committee on the Organization of Congress on recommendations of Sen. Downey (D-Cal.) that a two-hour session be set aside each day for Senatorial speeches to be broadcast to the nation, according to Committee members.

Testifying before the Committee, of which Sen. La Follette (P-Wis.) is chairman and Rep. A. S. (Mike) Monroney (D-Okla.) is vice-chairman, Sen. Downey on March 16 criticized radio commentators, suggested that the period from 10 a.m. to 12 noon could be set aside for speeches and debates and that the proceedings could be broadcast that the people might be given first-hand, uncolored facts.

Lauds Press

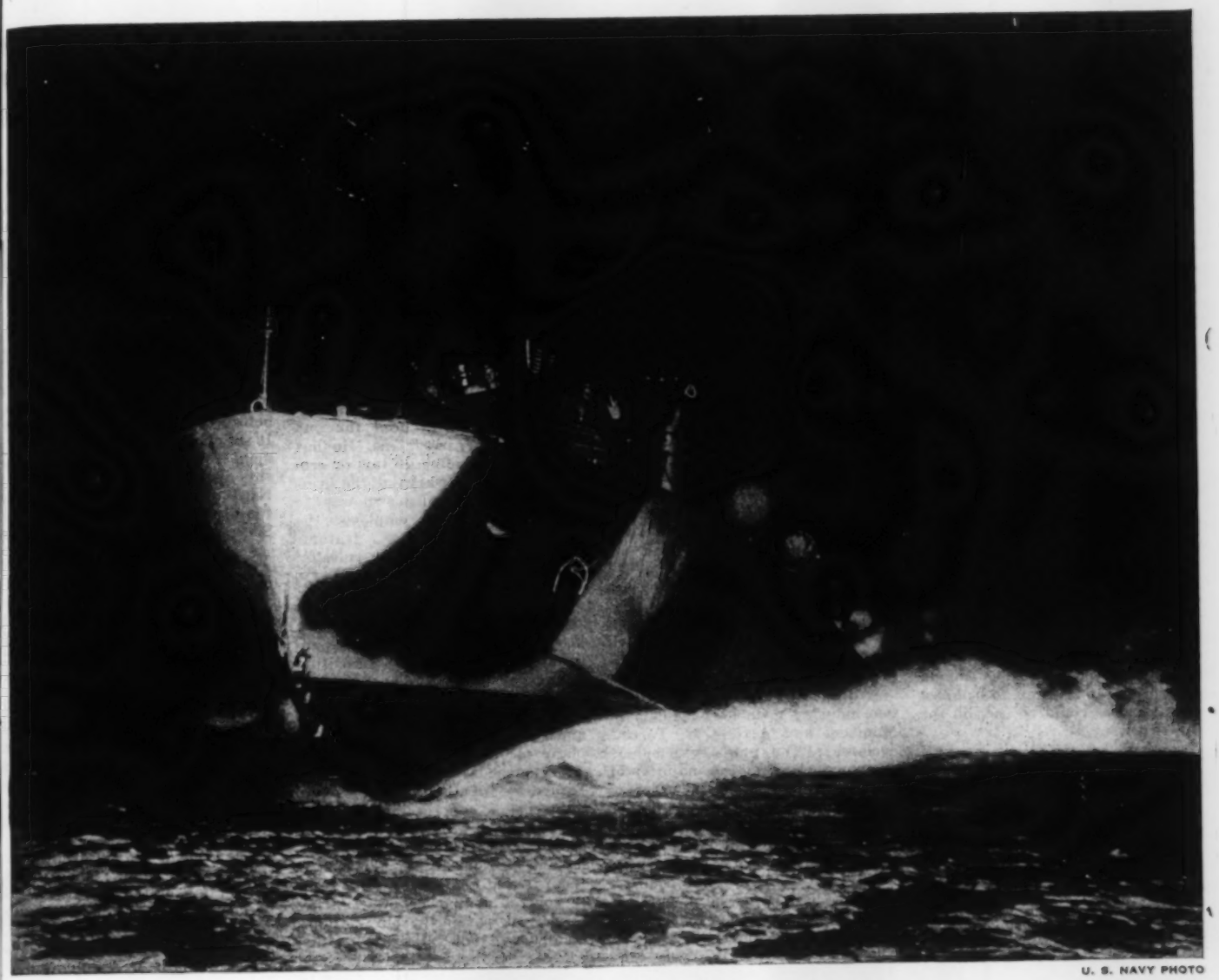
"Now I have no complaint at all to make against the press of the United States," said Sen. Downey. "I think our reporters do an exacting, precise and very comprehensive job. I do feel, however, that many of our radio commentators and columnists are much looser and inaccurate in their reports and are inclined to give exaggerated or distorted views on the Senators or on what happens in the Congress."

FRED SHAWN NAMED MENSER'S ASSISTANT

FRED SHAWN, program manager, WRC Washington, NBC-owned station, has been appointed administrative assistant to C. L. Menser, NBC vice-president in charge of programs, and will take up his new duties in New York April 19. George Y. Wheeler, assistant to Carleton D. Smith, general manager, WRC, will succeed Mr. Shawn as program manager. Eugene Juster, WRC continuity editor, will become Mr. Wheeler's assistant in charge of a newly-created program service division.

In radio for 13 years, Mr. Shawn started as an announcer at WLW Cincinnati. He joined NBC in Washington in 1933 as an announcer-producer and was subsequently named assistant to Kenneth H. Berkeley, then general manager of WRC and WMAL Washington. Following the separation of the two station operations, he became program manager of WRC. He is credited with originating the Mile o' Dimes compaign.

LT. BILL COYLE, USNR, on leave as radio director of the *Washington Star*, which operates WMAL Washington, was in Washington last week on a furlough following 14 months with a Pacific Naval task force as a line officer. Lt. Coyle has been on active Navy duty for three years and attended the Naval War College and Marine Staff Command School before joining Rear Adm. Connolly's amphibian operations.



U. S. NAVY PHOTO

This is a PT boat

You've heard a lot about those babies. Plenty of speed and firepower. They're maneuverable and seaworthy. And they pack a terrific wallop. It can be summed up in the phrase "A small, but mighty independent unit."

We like to think of W-I-T-H in terms of the PT boat. A small but mighty independent radio unit.

Because in this five-station town . . . W-I-T-H, the successful independent, produces more listeners per-dollar-spent than any other Baltimore station.

We have the facts to prove that W-I-T-H packs a big wallop too. A lot of radio advertisers have looked them over . . . and decided that W-I-T-H belongs at the top of any budget list.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Regional WLB Reverses WOV Finding

Denies Order Reducing Musicians' Quota; Review Sought

REVERSING recommendations of its senior hearing officer, the Regional War Labor Board in New York last week denied the request of WOV New York for an order reducing the quota of musicians it must hire according to its contract with Local 802 of the American Federation of Musicians, with the industry members of the board dissenting.

WOV will file an application with the NWLB in Washington asking for a review of the Regional Board's decision, Sanford H. Cohen, attorney for the station, said. Declaring that "the WLB is permitting the musicians to fiddle while our boys burn," Mr. Cohen termed the majority opinion "inconsistent with matters as they are." It is "tragic," he said "in view of the efforts of the War and Navy Departments, the War Manpower Commission and the War Production Board for a work-or-fight bill because of the lack of manpower, that unessential musicians should be permitted to continue to be hired while services could be used in the war effort."

Public Members' Opinion

Board also unanimously ordered the station to pay a 15% increase in wage scale of the 12 musicians it employs, retroactive to April 1, 1944, in accordance with the Little Steel formula, since they have had no increases since Jan. 1, 1941. Herbert R. Northrup, senior hearing officer, following hearing of the dispute last November, had recommended that the WOV quota be reduced from 12 to 5 musicians and that the 15% increase in wages be granted only to the five men retained by the station [BROADCASTING, Jan. 22].

An opinion of the public members of the board, written by Thomas L. Norton, chairman, and Walter Gellhorn, vice-chairman, points out that since July 11, 1941, the WOV-802 contract has required the station to employ a minimum of 12 musicians, an obligation for which WOV desires to be relieved. Excluding references to James C. Petrillo, AFM president, as "irrelevant" because "the problems which the present case illustrates are not created by Mr. Petrillo," the opinion declares:

"Bluntly stated, the issue before us is whether or not we shall destroy or diminish privileges won by a local union through collective bargaining privileges which, it may be assumed, the employer, unaided, could not now withdraw."

Stating that the War Labor Disputes Act directs the board "to provide by order the wages and hours and all other terms and conditions (customarily included in collective bargaining agreements) governing the relations between the parties" and gives the board "no roving commission to reform or innovate," the opinion declares that the WLB "has resisted pressures to create new patterns."

The opinion discusses "featherbedding" at some length, citing numerous authorities, and states: "It is not our purpose here to justify or advocate featherbedding. We do not condone waste in manpower, especially during this critical period of the nation's history. It is important to observe, however, that devices to increase the number of employes required to complete a given volume of work have not always been unqualifiedly denounced."

Voluntary Action

"It may well be true," the public members conclude, "that contract terms like the one now being discussed should be suspended or modified as a war measure. The resolve to do so must, however, be reflected in voluntary action of the affected parties or in legislation on rather than adjudication which touches only on the fringes of the problem.

A dissenting opinion, written by two industry members, Stephen B. Mambert and Arthur M. Torrey, declares: "The industry members are convinced that the majority of the board has erred in ordering that the provision in question be included in the contract. It is their opinion that the interests of the parties, of labor and of industry, as well as the welfare of the country, would be best served by its elimination."

Pointing out that the issue is "clear-cut" that WOV "was compelled" to accept the 12-man quota following a union strike and that the station "has consistently opposed the inclusion of a minimum-quota provision in its contracts with the union," the industry opinion continues: "It is willing to employ union musicians, to continue the closed shop arrangement and to provide for eight weeks' notice of dismissal, but it opposes any requirement compelling it to pay a fixed weekly wage to musicians whom it does not need and who do no work.

"The hearing officer who heard the testimony and had the opportunity of observing the witnesses," the industry members state, "has found as a fact that Radio Station WOV has no need for and cannot use 12 musicians. He has stated, 'No principle of law or economics or ethics warrants the preservation of unionism's power to deal unfairly with employers by obsolete and uneconomic featherbedding pay-without-work rules'."

Dissenting Opinion

Calling attention to the fact that "the activities of this union have aroused the indignation of the public and the press," the dissenting opinion declares: "The union in question has . . . come into public notoriety by reason of its policy and its actions. It has seemed to many people to favor anything which immediately helps the union, regardless of the ultimate effect of its policies on the union, on the public, on the war effort and on the country. A continuation of this policy and particularly the adoption of the position that it has the right to control manpower even during a critical period in our nation's history will not fail to bring disastrous results to this union and necessarily will harm the cause of unionism in the entire country."

GATHERED at the Treasury Dept. in Washington to consider plans and broadcasting policies for the Seventh War Loan in May and June were these representatives of the NAB program managers committee and the Treasury War Finance Division. The NAB group was in Washington for a three-day meeting March 14-16 on various industry and government problems. First row (l to r): Henry W. Slavick, WMC Memphis; Irving G. Ableoff, WRVA Richmond; Ray Shannon, WHAS Louisville; Lillie Tavenner, Jo Anne Dailey and Maebeth Mock, War Finance Division. Second row: Homer Welch, KEX Portland, Ore.; Carl Vandagrift, WOWO Ft. Wayne; W. L. Gleeson, KPRO Riverside, Cal.; Bill Bryan, KOMA Oklahoma City; Maurice Owens, WROK Rockford; Wayne Latham, WSPR Springfield, Mass.; USMC Sgt. J. A. O'Leary, WFD; Ed Lally, WBAP Ft. Worth. Third row: Robert Evans, WSPD Toledo; Wm. J. Adams, WHEC Rochester; Ralph W. Hardy, KSL Salt Lake City; Robert H. Wesson, KGO San Francisco; Richard Day, WDGY Minneapolis; Arthur Stringer, NAB Washington; Robert L. Fidlar, WIOD Miami. Fourth row: Howard Chamberlain, WLW Cincinnati; Clarence L. Menser, NBC New York; Robert Atherton, WMC Memphis; Elliott Stewart, WIBX Utica; Barney Molohon, WFD; Willard Egolf, NAB Washington; Harold Fair, WHO Des Moines. Last row: Roy Langham, CBS New York; Lt. (j.g.) David Levy, USNR, John Delehanty, Eugene Carr (on leave from WJR-WGAR-KMPC), William R. Cline (on leave from WLS), all of WFD Washington.

Apache Operation Told by Feldman

Radio Ship Now in Manila Bay Still Serves Correspondents

THE RADIO SHIP *Apache*, floating 10 kw transmitter which brought to the outside world the first voice accounts of the landing of American troops on Leyte and Luzon, now lies in Manila Bay, still serving American radio correspondents who operate from an office building in Manila, Arthur Feldman, Blue Network correspondent, reported last week on his return to New York after seven months in the Pacific.

The ship had been outfitted in Australia and arrived only the day before the convoy sailed for Leyte. It set out with only the most superficial tests. Other radio correspondents aboard were George Folster of NBC and Gordon Walker of Mutual, as well as Lt. Col. A. A. Schechter, communications officer.

First Broadcast

The first broadcast from the *Apache* came at 1 p.m. Philippine time (the preceding midnight in New York) on Oct. 20, he said, several hours after the landing because of the Navy's insistence on radio silence which was withdrawn only after Col. Schechter went aboard the *Nashville* and got permission to broadcast from Gen. MacArthur. To insure the signal getting through, the Signal Corps, which handled operations, had arranged for a triple communications route to the U. S.

The *Apache* stayed at Leyte until early in January, when the convoy set out for Luzon. First *Apache* broadcast after the landing on Luzon was on Jan. 11, but by the 15th a small transmitter had been set up in a house at Dagupan which worked so well the correspondents did not have to return to the ship for the broadcasts. As the Luzon invasion progressed, the correspondents followed the troops to a spot near Tarlac, about 60 miles from Manila and the same distance from the *Apache*, using land lines to get their broadcasts back to Dagupan and thence to the *Apache*.

When the American troops first entered Manila the correspondents did a great deal of shuttling back and forth between there and the transmitter near Tarlac, he said, to get broadcasts out, but within 10 days both land lines and shortwave were operating fairly well between Manila and Dagupan. When he left Manila on Feb. 11, the *Apache* had moved into Manila Bay and to all purposes was a regular land transmitter, he said.

Mr. Feldman also revealed that a second communications ship, FP47, accompanied the convoy to handle code transmission of press copy and service messages. From Leyte these were relayed to New Guinea and thence to San Francisco via Sydney. From Luzon the FP47 sent its copy to Press Wireless at Tacloban where it was relayed to Los Angeles.

XUM

WOR is proud to present...

...another promotion job that can be used by everyone who buys or sells radio time*

★ For more than a decade WOR has periodically released unbiased studies that have, either directly or indirectly, aided in the increasing acceptance of radio as an advertising and public service medium. These studies include "Hand to Mouth," a study of the food market; "WOR Continuing Study of Radio Listening," the most advanced form of local audience analysis being conducted for any station; "How Department Stores Use Radio to Sell"; "A Study of FM Listening," and many others.

THE STORY we are about to tell grew out of a chance remark made by a WOR sponsor during the latter part of December, 1944. He is a nationally-known drug manufacturer, and a buyer of time on stations from Maine to Mexico.

"Look," he said, "sales are excellent and my WOR rating ranks with the best of 'em. But I'd like to know what New York's druggists think about radio anyway."

We suggested that his salesmen ought to have a pretty good idea from talking to hundreds of druggists day after day.

"Sure. They talk about it and they get no kicks, but in a market like New York where there are 3700 drug stores and drug sales are more than $120,000,000 a year, I'd like to have something a little sort of . . . well, scientific, if you know what I mean."

WOR knew what this sponsor meant all right. And WOR turned to the crack marketing research department of The Reuben H. Donnelley Corp. to get a reliable, unbiased and accurate report.

"Five hundred good personal interviews with 500 druggists in New York's five boroughs will give you a true cross-section," reported the Donnelley people.

Into the field went the Donnelley sleuths during the first two weeks in January, 1945. Eventually, came the report of their talks with all kinds of druggists in all kinds of stores in all kinds of neighborhoods:

radio is a 10 to 1 favorite with druggists!

question:

"Which type of advertising (more than any other) do you believe most effective for a well-established line of drug products?"

ANSWERS:

	Number
RADIO	431
NEWSPAPER	45
MAGAZINE	9
OTHER	3
Combinations of above, including radio	10
Combinations of above, not including radio	1
No preference	1
	500

8 out of 10 druggists say full-length sponsored program sells best!

question:

"If such an advertiser were to go on the radio, which do you think would be more effective—

a. Several "spot" announcements (commercial messages between programs), or

b. A sponsored program 15-minutes or more in length?"

ANSWERS:

	Number
A SPONSORED PROGRAM	398
SEVERAL "SPOTS"	93
No preference	9
	500

There was a third question, too. It differed from the others in that it was a bit on the ulterior side. It was:

Question: "If the advertiser were to use a news commentator, which of these men should he choose for best results in your store?"

(Note—The druggist was shown a list containing the names of 8 outstanding news commentators on New York stations. He was asked to check the names in order of preference.)

FOR OBVIOUS REASONS, WOR CANNOT REVEAL THE RANKINGS OF THE COMMENTATORS LISTED. But WOR *can* say this . . .

WOR'S GABRIEL HEATTER WAS FIRST CHOICE OF MOST DRUGGISTS AS A SELLER OF GOODS.

In fact, Gabriel Heatter outranked the second most popular commentator by 67%.

whether your product is a drug or a dishpan, we believe that WOR should rank high, if not first, in your thoughts as the fastest, most economical and effective means of bringing your message to the attention of millions of people in one of the greatest listening territories on the Eastern Seaboard.

WOR

—that power-full station,
at 1440 Broadway,
in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

XUM

Harris Predicts an Increased Radio, Press Coverage of War Against Japs

WIDER coverage of the war against Japan by both radio and the press is foreseen by Lt. Col. Jack W. Harris, executive officer of the Radio Branch, War Dept. Bureau of Public Relations, who returned to Washington headquarters after a two-month special communications mission in the Central and Southwest Pacific areas.

Detailed by Maj. Gen. Alexander D. Surles, Director, BPR, Col. Harris laid the foundation for increased radio activity in the Pacific theatres. During his tour, which took him over 40,000 miles by air, Col. Harris consulted with both Army and Navy officers.

'Army Hour' Plans

He arranged for future *Army Hour* (NBC Sundays, 3:30-4:30 p.m.) coverage from the Pacific, looking to the time when the European war ends and the Pacific becomes the only theatre of operations.

In Pearl Harbor Col. Harris conferred with Lt. Gen. R. C. Richardson Jr., now in command in Hawaii and former BPR Director, and Gen. Richardson's public relations officer, Maj. Millard Pirdy, former Oklahoma City newspaperman.

At Guam he met with Capt. Harold B. Miller, USN, Chief, Public Relations, Advanced Pacific Hdqtrs. and Lt. Comdr. J. Harrison Hartley, officer-in-charge, Radio Section, Navy Public Relations, on detached duty in the Pacific as officer-in-charge, CINCPAC Public Relations.

Col. Harris discussed future coverage with Brig. Gen. L. C. Diller, Gen. MacArthur's public relations officer. There he worked with Lt. Col. A. A. Schechter, former NBC director of news and special events, in setting up the historic MacArthur broadcast when American and Filipino troops recaptured Corregidor.

Independent Correspondents

Although few independent stations have correspondents in the Pacific theatres, it is expected that several will make application for accreditation when the European war ends. Col. Harris said arrangements have been made to handle radio correspondents in the Pacific on a basis similar to the European theatres.

Former director of news and special events of WSM Nashville, Col. Harris reported that radio is a boon to thousands of men on scores of small supply islands in the Pacific. In many places he found the men listening to radio while they worked. The Army Expeditionary Stations rebroadcast news direct from San Francisco and transcriptions of the top network shows, such as Jack Benny, Bob Hope, *Victory Parade of Spotlight Bands*, *Lux Radio Theatre* and others.

The AES are operated by former radio personnel and follow closely the American pattern. For instance, the *Jack Benny Show* is aired Sunday nights and the others are spotted in times as nearly as possible those of the original broadcasts.

"Radio is the one thing of America that goes right with our men," said Col. Harris. Movies are presented nightly and in virtually every instance news broadcasts direct from the States are fed through the theatre public address systems.

Col. Harris spent 200 hours in the air, traveling in a large Army transport. He visited Pearl Harbor, Kwajalein, Guam, Tarawa, Saipan, Leyte, Luzon, Biak, Finch Haven, Hollandia, Australia, New Caledonia and Guadalcanal.

Lowell Thomas Elected

LOWELL THOMAS, NBC has been elected president of the Assn. of Radio News Analysts, succeeding John W. Vandercook, NBC, elected a vice-president. Other officers elected were: Max Hill, NBC, treasurer; W. W. Chaplin, NBC, secretary; Johannes Steel, WHN New York, assistant secretary. H. V. Kaltenborn, NBC, was re-elected chairman of the executive committee.

'Charlie Chan' a Co-Op

BLUE Network will present the Chick Vincent mystery series, *Charlie Chan*, as a local co-operative show Monday-Friday, 6:45-7 p.m. beginning May 14. Another mystery, *Man From G-2*, makes its Blue debut April 12, Thursday 7:30-8 p.m.

Calls Doctor

ONE OF TWO emergency announcements broadcast over WWNC Asheville located a doctor for Announcer Norman Young. Mr. Young had been rushed to the hospital during the morning but by early evening a local doctor had not been found for consultation. A radio appeal brought the doctor within 10 minutes and an emergency appendectomy was performed. Young's condition was satisfactory.

70% REFUSE ALL HARD LIQUOR ADS

FIRST RETURNS from radio stations in 47 states show more than 19½% refuse time for any advertising of alcoholic beverages, 70% will not accept hard liquor advertising and only 5½% accept any such advertising that is offered according to the American Business Mens Research Foundation's survey on the subject.

Of stations replying 81% say definitely they do not regard acceptance of liquor advertising as financially necessary while less than 5% regard such revenue as essential. The majority say that exclusion of such advertising is beneficial, according to the foundation.

A tendency was noted to decline acceptance of any educational advertising on the effects of alcohol as "too controversial". Many stations expressed willingness to consider such programs, if authentic and dispassionately presented.

MBS Adds WNEX

WNEX Macon, Ga., now under construction, will become affiliated with Mutual April 15, bringing total MBS stations to 254. Station operates with 250 w on 1400 kc under the management of Al Lowe, formerly business manager of WBML Macon.

GATHERED AT CBS Hollywood studios to test combat recording machines, this Marine trio of former radio-ites is expecting an overseas assignment soon. Marines and network engineers (l to r) are Sgt. George Theeringer, former sports announcer of WSNY Schenectady; James French, network engineering maintenance supervisor; Maj. John V. Sandberg, Marine PRO, former Chicago radio and advertising executive; Les Bowman, CBS western division chief engineer; Sgt. Bernie Milligan, Marine Corps combat correspondent, former West Coast manager of Earl Ferris Assoc.; Lt. Howard E. Biggerstaff, PRO, who before entering the service had been associated with stations in the Cincinnati areas.

Keystone Suggests Changes for BMB

Refinements Urged Following Survey in Huntsville, Tex.

NEED for refinements in the method presently contemplated by Broadcast Measurement Bureau is indicated by results of a survey made by Keystone Broadcasting System, transcription network, to test the BMB plan in the field.

Reporting on a survey made in Huntsville, Tex., where Ross Federal Research Corp. interviewers covered 24.7% of the town's radio families, with all income groups and all sections of the city represented, KBS said everyone interviewed mentioned KSAM, the local station, in answer to the question, "What are the call letters of all radio stations which you or someone in your family listens to in your home at any time?," but that two other stations, one 900 miles away, received 50% or more mentions and so, under the BMB method, would include Huntsville as primary coverage.

What They Listen to

Responding to a question interpolated in the KBS ballot at the suggestion of the local station—"What stations can you receive without interference winter or summer?"—99.5% mentioned KSAM, with only 7.5% naming another station. To another interpolated question—"What is your reason for listening to the station you listen to most?"—57.5% said "clear reception," 46.5% said "better programs," 26% said "news".

The question on reception, if added to the BMB questionnaire, would be of value to timebuyers in presenting a clearer picture of circulation, KBS suggested, proposing that letters be used to indicate reception without interference, stations with no interference the year round being labeled "A", etc. A "why" question to bring out reasons for listening would also be a valuable addition to the BMB form, KBS said.

KBS also reported that the Huntsville study, done by the personal interview method, was conducted, completed and tabulated within a period of two weeks, while results are just starting to come in from a mail survey, started at the same time in Montana.

AAF Branch

RADIO Coordination branch of Army Air Forces Personnel Distribution Command has been established in Hollywood to clear AAF combat veterans for guest appearances on radio shows. Lt. Paul Langford, former Hollywood special events producer and announcer, heads the unit. Group will also act as liaison for clearing scripts with Leonard D. Callahan, chief of West Coast office, radio bureau of public relations, War Department.

WESTERN ELECTRIC Co. has declared a dividend of 50 cents per share on common stock, payable March 30 on stock of record March 23.

Success Stories* from ART BAKER'S NOTEBOOK

ART BAKER'S NOTEBOOK, heard Monday through Friday on KFI from 4:30 to 5:00 P. M., is now in its sixth year. This popular participating feature has the highest daytime Hooperating of any local non-news program.

Here is another example of the high quality of local programming that has long identified KFI, and another of the reasons for KFI's undisputed leadership in Los Angeles.

Check with KFI or Edward C. Petry and Company, Inc., for rates and availabilities.

***1** A well-known Salt Maker seeking distribution in Southern California wanted radio listeners to submit grocers' names in return for samples of his product. A single announcement made on ART BAKER'S NOTEBOOK brought him 1,722 replies.

***2** ART BAKER'S NOTEBOOK was among top programs in the nation for giving away a canning booklet — led all others in volume, and was among the top three in "low cost per inquiry."

***3** A Yogurt (cultured milk) processor, using ART BAKER'S program exclusively, built sales from 3,000 bottles to 49,000 bottles per month in a thirteen week period.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

XUM

Quebec Provincial Radio Authorized

Would Offset and Answer Views Expressed by NBC

A QUEBEC provincial broadcasting service has been authorized with the passing of the Radio Quebec Act at Quebec March 16. Opposition members of the provincial government stated that "nationalization of radio broadcasting is the first step towards nationalization of the press and the dictatorial centralization of public expression."

Greatest opposition was towards the clauses in the bill which give the provincial government control over news gathering and broadcasting. Supporters of the bill, but not members of the government party, favored the bill because "Quebec is a sovereign state and should be granted the same rights as Ottawa", and that the Canadian Broadcasting Corp. "preached British imperialism, was dominated by the English-speaking and Protestant majority, and is broadcasting certain programs of Communist tendencies. Those facts justify the establishment of Radio-Quebec where opposite views and opinions will be allowed to be heard."

CBC Must Approve

While the bill stated that it would become effective as soon as passed, it is expected to be some time before any expropriation proceedings will be started to take over existing stations under the provisions of the bill, as the province has not yet set up a broadcasting service. Changes of licenses as expropriations must be approved by the board of governors of the Canadian Broadcasting Corp. and the Radio Branch, Dept. of Transport. While it is likely that privately owned stations might be legally expropriated, court actions will postpone this for some time. CBC-owned stations, property of the government of Canada as trustee for the Canadian public, are not held likely to be expropriated, nor is the bill likely to supersede the federal regulations under which the CBC stations are operated in Quebec province.

Program Contest

CASH awards of $600 for two best station programs, based on the theme "The Progress of Radio During the Past 25 Years" will be given by Packard-Bell Co., Los Angeles radio set and equipment manufacturers. Approved by the NAB and open to writers and producers of all stations in California, Washington, Oregon and Arizona, broadcast must be one aired between April 15 and May 15. Entries are to be judged 50% on originality, 30% on script, and 20% on production. Programs must be 15 or 30 minutes and will be judged in two divisions: stations under 5000 w and stations of 5000 w and over. Winner in each division will receive $300, with station also being awarded a silver plaque.

RECALLING EARLY DAYS on WGY Schenectady while celebrating the 23d anniversary of the GE station are (l to r): Bernard Cruger, acting for W. J. Purcell, chief engineer; Edward A. Rice, musical director; A. O. Coggeshall, program manager; Kolin Hager, station manager; Charles H. Huntley (seated), featured on *Your Home Town* program; W. T. Meenam, news editor; C. D. Wagoner, GE news bureau.

On-the-Spot Coverage Featured In AAF Show Starting on Blue

Maj. Frederick Brisson in Charge of Show Which Will Be Carried Over Entire Chain

AUTHORIZED as a "military operation" of the Army Air Forces, the *Fighting AAF*, new combat program, started on the full Blue network Saturday, March 24, 1:30-2 p.m. (EWT). On the war's most active fronts, combat radio reporting teams formed in the theatre, will fly regular missions with bombers and fighters over enemy territory and give on-the-spot coverage of the battle action.

Maj. Frederick Brisson, just appointed by Gen. Arnold to head the new AAF office of radio production, is in charge of setting up the series. Edward Noble, chairman, and Chester LaRoche, vice-chairman of the Blue network, have agreed to carry the *Fighting AAF* over the entire chain. Previously, Maj. Brisson was partner in charge of radio in the Frank N. Vincent Agency, London, Paris and Hollywood.

Lafferty Producer

Capt. Perry Lafferty, former NBC script writer, producer and director, will produce the show for the Army, with M/Sgt. Warren Lewis, who will also write for the program. Hubbell Robinson, Blue vice-president in charge of programming and Adrian Samish, national production manager are supervising the program for the Blue.

Ten radio correspondent teams, comprised of a recording engineer, writer-producer and announcer will handle the combat portion of the show, from planes in action. Material will be shortwaved direct or recorded and sent by courier plane to be edited to fit into the pattern of the half-hour program. Actual production will take place in Los Angeles, New York, Washington and overseas headquarters.

Fighting AAF will also feature a weekly report by high ranking AAF officers, with Gen. H. H. Arnold, Commanding General, AAF, as the first speaker. Musical portion will be by the 60-piece AAF orchestra and soldier chorus under the direction of Lt. Col. Edward J. Dunstedter, picked up from Santa Ana.

The Radio Branch, Army Bureau of Public Relations under Col. Edward M. Kirby, former NAB publicity head, is setting up equipment and communications facilities.

Combat reporting will be covered by ex-radio men, including Maj. Howard Chapman, Lt. Tom Geoghegan, Lt. Robert Mansfield, Lt. Gordon Fitzgerald, Lt. Phil Garrison, Sgt. Henry Morgan, Sgt. Dick Conway, Sgt. Ed. Haldeman, Corp. Frank Gibbons. Maj. E. D. Giffen, formerly in programming with WOAI and KTSA San Antonio, is administrative officer for the program.

Decca Sales

DECCA RECORDS, New York, and subsidiaries, for the year ended Dec. 31, set a new record for yearly sales with a total of $13,416,933 compared to $11,278,345 for 1943, according to the annual report. Net profit totaled $1,000,000 for 1944, representing $2.58 per share on 388,325 shares of outstanding capital stock, after all charges. Net profit for 1943 was $1,036,361, equal to $2.66 per share on the same number of outstanding shares. Current assets totalled $4,727,797 and current liabilities $3,079,410. History of the company from its start in 1934 is traced by Jack Kapp, president, in a letter to stockholders.

I.T.&T. to Sell Spanish Stock

INTERNATIONAL Telephone and Telegraph Corp., which controls about 80% of the common stock of the Spanish Telephone Co., has agreed to sell its interests to the Spanish Government for approximately $57,000,000. Although the sale has been agreed to by both parties, the contract is still to be executed and must be authorized by the Spanish Cortes and a license for the sale must be obtained from the U. S. Treasury Dept.

STUDENTS NAME CORRECT SPONSOR

A GOOD percentage of the students were able to give the correct sponsor identification for the General Electric Co. news programs on 13 Intercollegiate Broadcasting System stations, according to a "college radio survey" just released by IBS. An average of 88.5% of the students gave correct answers at seven colleges covered by the study. G-E started last November as sole sponsor of the news periods. Survey interviewed 591 students about Feb. 1. Cornell, Haverford, Williams and Yale students placed their campus outlets ahead of local stations.

At Union, the campus station was fourth in seven stations, headed by WGY Schenectady. At Radcliffe, the station placed third, with WCOP Boston at the top, and at Alabama, BRN, which broadcasts one hour per day, placed third with WJRD at the top of the list.

The student listens an average of 1.15 hours per day to his station, the survey shows. Of the two stations broadcasting six hours daily, Cornell reports an average 1.83 hours of listening and Yale an average of 1.09 hours.

An average of more than 73% has a radio in the room and an average of 94% has access to a radio, according to the survey.

General Electric Net Income Up 13% in 1944

NET INCOME of GE for 1944 was $50,800,000, an increase of 13% over 1943, the company's 53rd annual report reveals. Dividends to 234,732 stockholders amounted to $40,300,000 of this sum. By the end of the year the company's surplus stood at $171,946,146.

Main reason for the firm's high volume production were the inventions and developments achieved by GE engineers and scientists, the report states, and among these were radio and electronic devices which link all branches of the armed services everywhere.

Sylvania Record

ALTHOUGH only 12% of its 1944 production was available to civilians, Sylvania Electric Products, with its subsidiary, Colonial Radio Corp., reported a record sales volume of $101,527,015, an increase of 67% over Sylvania's 1943 mark. Consolidated net income, after tax deductions provisions for postwar adjustments and other contingencies totaled $2,053,235, equal to $2.04 a share on 1,005,000 shares of common stock outstanding at year's end. That figure compares with $1,567,936 equal to $1.79 a share in 1943 on 854,474 shares outstanding at the end of that year, after deducting preferred dividends.

ADM. C. C. BLOCH, USN Ret., Chairman of the Navy Board for Production Awards has congratulated employes of Radiomarine Corp. of America for its "splendid production record" and notified President Charles J. Pannill of the award of a fourth star for the company's Army-Navy "E" Flag.

XUM

WKY covers *The Biggest Part* of Oklahoma's RETAIL SALES

WKY Covers 38% MORE Than Oklahoma's Second Station

WHEN an advertiser talks over WKY, he talks to the people who do just about three-fifths of all the retail buying in Oklahoma. He talks to an audience with a 38% bigger buying record than the audience of the state's second station. The people in WKY's morning primary service area spent $471,335,000 in retail stores in 1943; the Oklahoma people in the morning primary service area of the second station spent $238,990,000.

WKY is the kind of station which does the biggest and best possible job for an advertiser at the lowest unit cost.

It does this kind of job, first, by reaching more people than any other station in the state; secondly, by reaching the people who do the most buying; and thirdly, by holding their attention and interest more of the time than any other station.

Morning, afternoon and evening, according to the statewide survey of listening made by Dr. F. L. Whan of the University of Wichita, WKY does this kind of coverage job in Oklahoma, does this kind of selling job in the state's biggest market for food, drugs, apparel, merchandise and services of every kind.

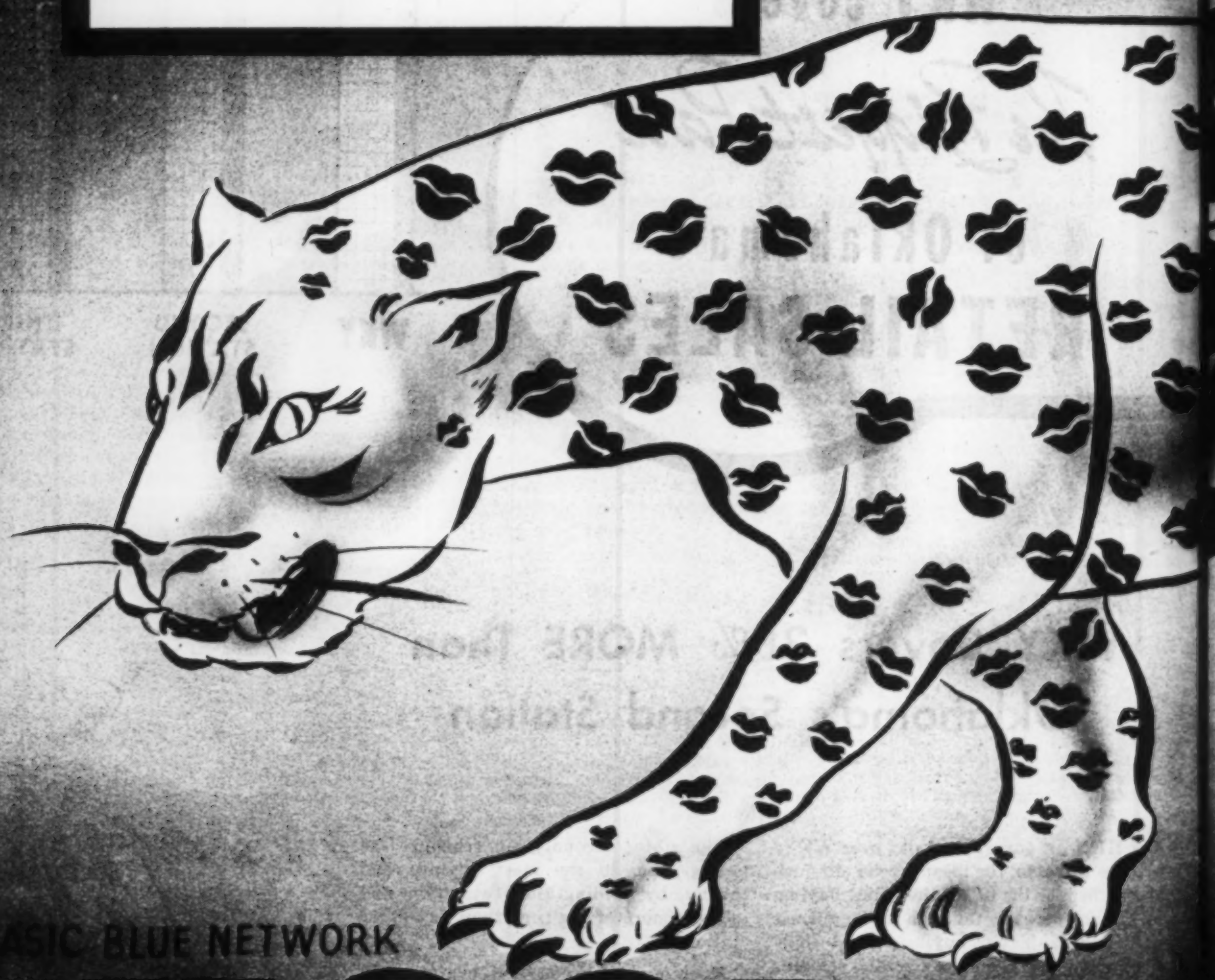
WKY is the FIRST station in Oklahoma's FIRST market and the FIRST choice of advertisers.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

EVER SEE A LEOPARD

Radio Station

Frankly frilly in the daylight hours, WSAI programs are aimed straight at the purse strings of the Lady of the House . . . with success attested by Hooper reports and the ever-increasing number of program-minutes sponsored by Cincinnati department stores (835 minutes a week right now!). *But woman-wise WSAI has a talent the leopard lacks . . . for . . .*

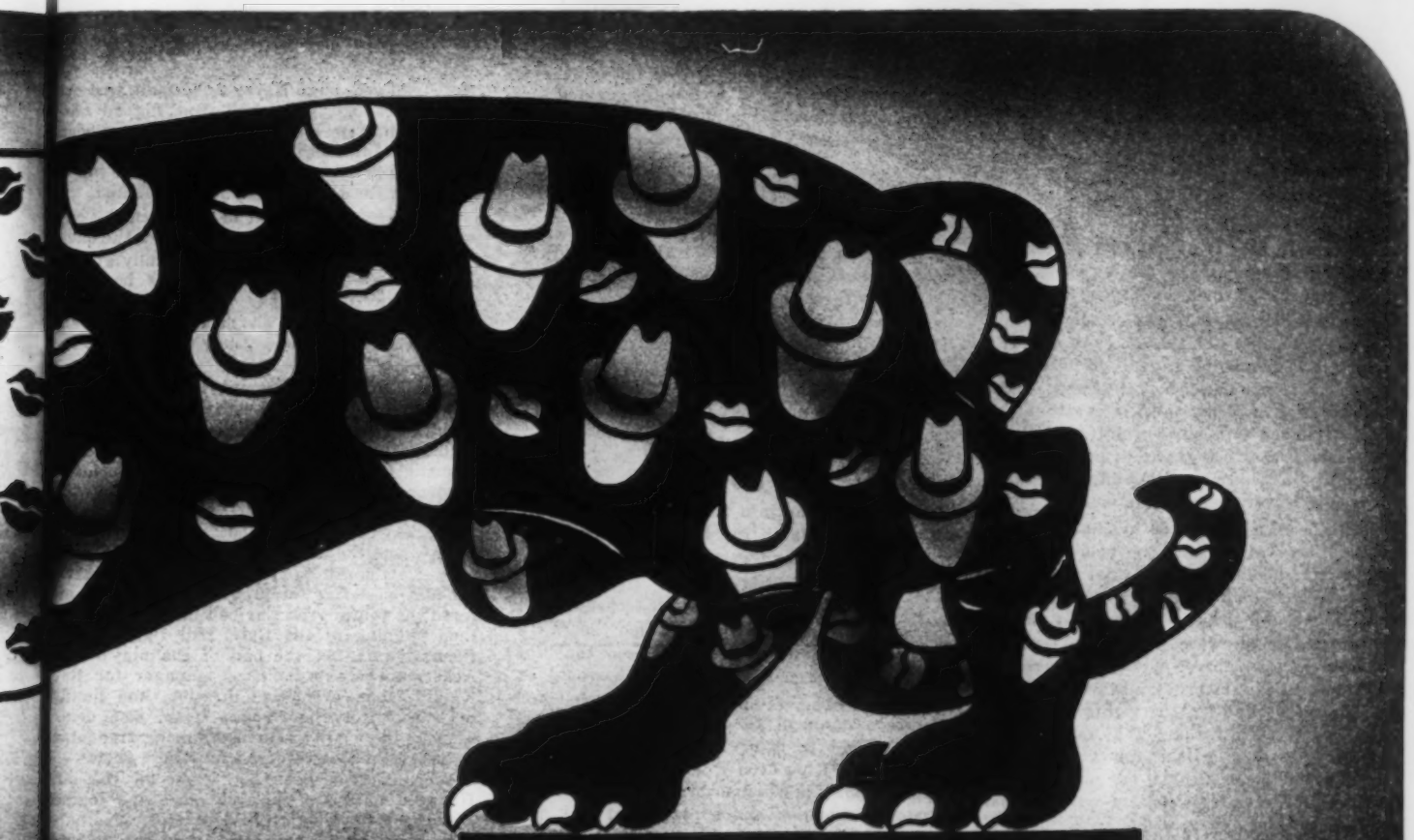


BASIC BLUE NETWORK

WSAI

A Marshall

...can CHANGE ITS SPOTS?



. . . at 6 o'clock the distaff flavor changes . . . presto . . . into a deft mixture of music, mystery, news, views, comedy and conversation pieces for the Master of the House as well as his lady. Blue Network programming, teamed with a WSAI talent for "slanting" air-fare to the audience of the moment, makes WSAI as much a *family* favorite by night as it is a ladies' love by day.

...al Field Station, CINCINNATI, OHIO.

XUM

Editorial

Shown by Missouri

"No law shall be passed impairing the freedom of the speech, *no matter by what means communicated;* that every person shall be free to say, write or publish *or otherwise communicate* whatever he will on any subject, being responsible for all abuses of that liberty."

THE ABOVE is taken verbatim from Missouri's new, modernized Constitution, adopted a month ago. It is a Bill of Rights expression on freedom of speech, taking cognizance of new methods by which people may communicate with each other. Those phrases noted above in italic type—"no matter by what means communicated" and "or otherwise communicate"—are intended to provide, on the record, freedom of expression for radio and for the movies which did not exist as media when most state constitutions and our national charter were adopted.

Here, as Raymond Moley said in observing that Missouri's new Constitution replaces one 70 years old, "the march of liberty keeps pace with the march of invention".

Commenting further on the development in the *Wall Street Journal* Mr. Moley says: "The inclusion of a guarantee of this sort in a state Constitution is not the end of the story. Vigilance is always in order, and in wartime the utmost vigilance is required. After the war, it is easier to muffle the war drums than the bureaucrats. Freedom usually suffers a severe hangover of Government restrictions."

The State of Missouri has handed to broadcasters a torch that must be held high. Or perhaps it should be said that Missouri, through its new instrumentality, has ignited a dormant torch which has been in the grasp of broadcasters for 25 years.

It devolves upon broadcasters now, at least in that progressive state, to guard with renewed vigor and determination the rights which are guaranteed to them by law. It is not unlikely that other states soon will follow Missouri's lead; it is not inconceivable, nor should it be, that some informed members of our national Congress will see the need for such improvement in the United States Constitution.

Certainly few will deny, least of all the press itself, that radio's voice must speak with the freedom implied in all tenets of our national Constitution. With Missouri showing the way, there should be concerted effort on the part of all broadcasters to introduce equally advanced concepts into the legal nomenclature of their own states.

Nor should those who will have the power to do so during the United Nations Conference in San Francisco next month lack courage or initiative in recognizing officially the power of the broadcast word, as the might of the written word has been respected through the ages.

The word that has walked through pages now flies through the air. But its design is unchanged, for it serves as the voice of the people and, in consequence, as the voice of progress. Its course should be charted, then, for the commonwealth of the world.

Caesar's Memoirs

MEMORANDUM
TO: JAMES C. PETRILLO
RE: Ban on Royalties
FROM: Broadcasters (who told you so, too).

NOW LOOK what you've done! Senator Josiah W. Bailey (D.-N. C.) has introduced a bill which would outlaw royalty payments to all unions. That's because of your ingenious plan to tax record and transcription manufacturers for your cozy little private WPA.

John L. Lewis thought it was a swell idea and went you one better. Instead of a measly $4,000,000 you estimate you will get in tribute from the recording field, Big John is out after $60,000,000 from the coal folks, at the rate of 10 cents per ton.

Now, neither of you will get anything. Congress knows that the public will pay in the end. And even Congress understands that there just isn't any unemployment among musicians or miners in these days of war shortages and the tightest manpower situation in history. They're not being taken in by the unemployment relief hoax.

You know, Jimmy, if we metaphrase history, even Caesar met his Waterloo. And even you'll admit you're really not as great as Caesar. You might as well start writing your memoirs now. And when you get to that chapter dealing with your great radio conquest, you'd better eliminate those passages dealing with the recording coup d' etat of 1944. Our guess is that it'll be expunged from the records in 1945 by Congressional mandate and the righteous indignation of an aroused public.

FM for GI's

WITHOUT going into the merits of the battle over FM's niche in the high-frequency spectrum, there's one suggestion made to the FCC that seems both apt and timely.

In the brief filed for FM Broadcasters Inc. by its counsel, Philip G. Loucks, on the FCC's proposed allocations, it is proposed that the 20 FM commercial channels which would be withheld from assignment be restricted for future assignment to members of the armed forces. The brief brings out that these men are "not now in a position to prepare and file FM applications" and some might desire to include construction and operation of FM stations in their postwar plans.

We know from the correspondence we have maintained with a sizable number of radio men now in foreign theatres (and quite a few in this country) that they are looking to that postwar era when they might be able to get into business for themselves. Most of them won't be able to fulfill their cherished ambitions. But the way should be open for them to have that opportunity. They shouldn't be penalized because they have taken up arms for their country.

Precisely what the FCC had in mind in "reserving" 20 of the commercial channels we don't know. The Commission didn't express its thought in its proposed report. There's been no new light since.

If there are to be reserved channels, certainly the veterans of World War II should get first preference, gilt-edged priorities and less rigorous prerequisites as to financial and technical qualifications.

Our Respects To -

HARRY STEPHEN ACKERMAN

NINE years ago Harry Ackerman, just out of college, got a call from Sigurd Larmon, now Young & Rubicam president. Mr. Larmon said the agency was organizing a radio department and later there might be a place for Harry, if he was interested.

He was interested. But months went by and nothing happened. Both parties forgot the offer.

But Y&R and Mr. Ackerman finally got together. Since last October he has been the agency's vice-president in charge of programs.

What happened in the meantime is an unusual account of how a young man—he's 32—rose to the top.

During Harry Ackerman's last two years at Dartmouth he wrote, directed and acted in his own radio programs for the school's station. In his senior year he managed and wrote the pageant of the Dartmouth Winter Carnival. Raymond Knight, who was then doing the *Cuckoo Hour* on the air, heard about Harry and asked him to do a spot.

He wrote the five-minute script on the train from Dartmouth to New York the day after graduation. After the program Mr. Knight offered the young grad the lead in a Knight play then running at the Buck Hill Playhouse in Pennsylvania. At the end of the play's run, Ackerman became business manager for Ray Knight, then promotion director, and finally announcer for the *Cuckoo Hour*, also doing some of the writing. He began doing free-lance writing spots for several other radio shows.

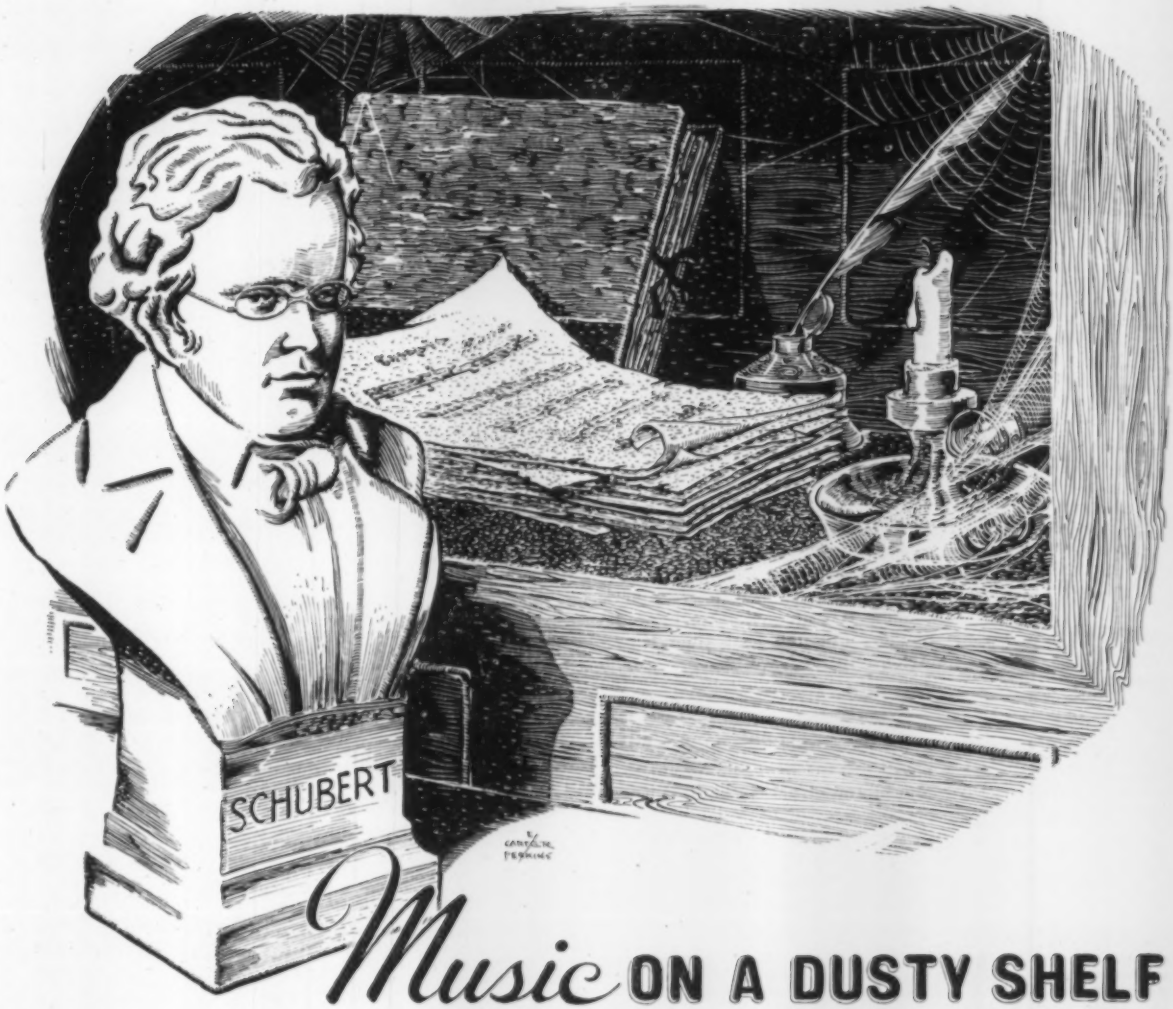
When the *Cuckoo Hour* went off the air, Harry went up to the Y&R office and jogged their memory about the job offer. "Nothing open right now," they told him. But he was insistent and landed a job as messenger boy at $25 a week. After a few months he wheedled a place in merchandising research, where he constantly harped on the idea of a transfer to the radio department.

He finally made it and became an assistant director on the Phil Baker and Helen Hayes programs, and was in charge of auditioning for the Fred Allen show.

His first full-charge directing was for the *Broadway Melody Hour* starring J. C. Flippen. The agency later sent him to Detroit to do the *Lone Ranger*, then to the Coast to do five shows a week, writing, directing, and flying to San Francisco once a week as account contact for the client. To complete the week, on Saturdays and Sundays he assisted Tom Lewis on the *Screen Guild* shows.

Although he says he had a wonderful time with this hectic schedule, it landed him in a hospital for two months with a breakdown.

When he returned during the spring

(*Continued on page 32*)

Music ON A DUSTY SHELF CANNOT BE HEARD!

The next time you hear Schubert's immortal Unfinished Symphony remember it laid in oblivion on a dusty shelf for over forty years.

Then one day it was discovered and played before an audience. Immediately it was recognized as a masterpiece.

Which indicates that even genius must be heard before it can be appreciated.

This same thought applies to radio. The most compelling "commercial" spoken into a microphone would be a waste of breath if there were no listeners at the receiving end.

Your selling story, spoken into a WCBM microphone is certain to reach a profitable proportion of the Baltimore market, for listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore's Listening Habit

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

WANT TO BE THE NABOB OF NOBOB (Ky.)?

We're sorry (or *are* we?)—but WAVE can't help you in that laudable ambition. Why bother with Nobob, say we, when a thousand such little Kentucky settlements wouldn't *begin* to equal the purchasing power of WAVE's blanket-covered Louisville Trading Area? The Louisville Area does more business and has more money than all the rest of Kentucky *combined*. You can make out quite nicely, thank you, *without* Nobob . . . yes-sir-ee, bob! Want WAVE's availabilities?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC. National Representatives

WLAW

LAWRENCE, MASS.
5000 WATTS 680 KC

COLUMBIA AFFILIATE

SERVING NEW ENGLAND'S 3RD LARGEST CONCENTRATED RADIO AUDIENCE

National Representatives:
WEED & COMPANY

Our Respects to

(Continued from page 30)

of 1939, he was made director of the *Al Pearce* program. He married Mary Shipp. The couple returned east where he directed the *Kate Smith Hour* and *The Aldrich Family* programs.

Even bigger opportunities opened up when he went back to the Coast in the fall of 1940, when he was in charge of the *Screen Guild* show. His eagerness to try new ideas, to insist on the best from every one concerned with the program, brought him plaudits from film and radio industries.

"He was full of that terrific kind of courage—the kind of boldness which would have gotten him in plenty of hot water if he hadn't the requisite force of personality to carry through his ideas," Tom Harrington, former head of radio for Y&R says, referring to his work on the Coast.

Back to Gotham

Ackerman says he was never so happy as in this assignment. But New York demanded he come back to supervise all radio shows for the agency. For the first time Harry Ackerman refused a promotion. Tom Harrington had to fly to the Coast and practically drag him to a plane for New York.

In December 1942 he was appointed head of radio production, and in January 1944 he became associate director of radio in charge of production and television activities. By October of '44 he was top man of a division consisting of production, talent, station relations and commercials.

Now and then, "just to keep his hand in", he writes a spot for the Kate Smith show. Another job he enjoys is a weekly radio column for a small newspaper in Nantucket.

He lives in Manhattan and some day hopes to settle down on the Pacific Coast, surrounded by cameras, an airplane or two—and of course several radios.

West Coast Crosley Office

CROSLEY Corp. has opened a new West Coast sales office in Hollywood's First National Building with Tracy Moore in charge, Robert E. Dunville, WLW general manager has just announced. Mr. Moore will also represent KGIR Butte and the Bar-Z network. For three years he was western sales manager for the Blue Network.

Heads WFIL Promotion

ROGER W. CLIPP, president of WFIL Philadelphia, has appointed Malcolm MacPherson, former public relations director of the Ralph H. Jones Agency, Cincinnati, as promotion director. Mr. MacPherson served as radio advisor to Governor John Bricker during the 1944 Presidential campaign. He succeeds Ted Oberfelder, now Coordinator of Audience Promotion for the Blue Network.

SEARS & AYER has been named representative for KONP Port Angeles, Wash.

MANAGEMENT

JOHN W. ELWOOD, KPO San Francisco manager, is taking steps to make NBC's policy of eliminating middle commercials effective soon by asking cooperation of sponsors.

MAJ. GILMORE N. NUNN, president of KFDA Amarillo, Tex., WBIR Knoxville, Tenn. WLAP Lexington, Ky., and WCMI Ashland, Ky., Huntington, W. Va., was transferred to Washington headquarters of the Army Transport Command last month after two years overseas.

GUNNAR O. WIIG, WHEC Rochester, was elected chairman and **DALE TAYLOR**, WENY Elmira, secretary at the first meeting of the Gannett Radio Board at WHEC. The board will meet quarterly to unify sales and promotional activities and recommend general policies. Membership includes C. Glover Delaney, WTHT Hartford; Robert C. Pace, WDAN Danville, Ill.; Thomas L. Brown, WHDL Olean, N. Y.; Richard Blackburn, technical consultant; Norbert L. O'Brien of J. P. McKinney and Son's New York office.

PVT. JAMES W. WOODRUFF Jr., on leave as general manager of the Woodruff stations—WATL Atlanta, WRBAL Columbus, WGPC Albany, Ga.—is now in the European theatre. He recently attended the Armed Forces Radio Service School in Los Angeles after having joined the Army Air Forces.

PHILIP G. LASKY, manager of KROW Oakland, Cal., has been appointed chairman of the Oakland Advertising Club war advertising committee. He currently also is serving as radio chairman of the American Red Cross drive.

ROYAL V. HOWARD, director of engineering of Associated Broadcasters Inc., operating KSFO San Francisco, and affiliated shortwave stations KWID and KWIX, and KPAS Pasadena, who has been on leave for the past year, has returned to his regular duties. He was in ETO as director of special assignments in communications, having been detailed from the Office of Scientific Research & Development to War Dept. headquarters.

HOWARD B. CHASE, chairman of the CBC board of governors, and **GORDON W. OLIVE**, CBC chief engineer, have returned to Canada from Great Britain where they attended the British Commonwealth Radio Conference. **E. L. BUSHNELL**, CBC director-general of programs, remained overseas to visit Canadian troops in France.

WARD A. COLEMAN, former program director of WSLI Jackson, Miss., has been named general manager of WAML Laurel, Miss.

COMMERCIAL

MRS. LEE HOGAN, formerly of KARK Little Rock, Ark., has joined NBC Hollywood as assistant to **FRANK FORD**, western division sales promotion director. She replaces **PEGGY WOODS**, who resigned to join the Hollywood staff of C. E. Hooper Inc.

BILL ALLEN, former commercial advertising director in Wichita and Houston, is now with KANS Wichita as retail sales manager.

ROSALIND JACKSON, former manager of the Firestone Store, Bessemer, Ala., is now an account executive for WJLD Bessemer.

JACK C. PRITCHETT has returned to the commercial department of WBAP-KGKO Fort Worth, Tex. after two years of combat duty in the Southwest Pacific. He had been with KGKO in 1939 and 1940.

JAMES S. KEENAN, formerly of WIBC Indianapolis sales staff, has joined the Joseph Hershey McGillvra Chicago office sales staff.

Toiletries Ads

MAN OF MANHATTAN Inc., New York, newly formed manufacturers of men's toiletries, has appointed Hirshon-Garfield, New York as agency. Spot radio and newspaper schedules to start in June are planned.

PRIZE OF A $100 War Bond is awarded Bill Ewing (r), salesman of Spot Sales Inc., New York, and winner of the KQV Pittsburgh contest for the best national and local salesman, by Pete Wasser, manager of KQV. Second prize of $50 War Bond was won by Willie Kissick of Spot Sales Chicago office.

Sardi's Sues

TO SETTLE question of radio rights to program title, *Breakfast at Sardi's* formerly used by Tom Breneman, m.c. of daily Blue series which until March 9 had originated from Sardi's restaurant, Hollywood, Dave Covey, restaurant-owner, has petitioned Los Angeles Superior Court. Covey charges Breneman and his co-partners have threatened him with a damage suit if he carries out plans to start another program under that name. Series, now on tour, with March 26 broadcast will originate from Tom Breneman's Hollywood, restaurant in which he and his partners, Raymond R. Morgan, Chester Mittendorf, and John Masterson recently purchased half interest. Shift in program title to *Breakfast in Hollywood* was occasioned by an agreement with Edwin Golden, motion picture producer, to film radio show under that title.

KCRA Joins NBC

KCRA Sacramento, 250 w, 1340 kc, will join NBC April 15 as a supplementary station to NBC's Pacific Coast Network, William S. Hedges, vice-president in charge of stations, announced last week.

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RR. Union Station, Chicago, started sponsorship of a quarter hour newscast featuring Russ Davis effective March 25 Sundays, for 52 weeks. Agency is Roche Williams & Cleary, Chicago.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

CONNECT IN CONNECTICUT

. . . by using WDRC to cover the rich Hartford Market, with estimated retail sales for March of $18,050,000 (see Sales Management Magazine).

CBS

PRODUCTION

ANCES FARMER WILDER, CBS New ork consultant on daytime programs, on the West Coast to present net-ork research report to executives of eal agencies as well as interested ra-o groups.

ICHARD MACNAMARA, former WINX ashington chief announcer, is now rogram director. **ISABEL TOUMEY** EE is assistant program director.

T. (jg) FRED WIETING is first WIBG hiladelphia man to return to the ation from the war. After 30 months service, 20 in the Pacific area, he oins the announcing staff.

ATHLEEN NORRIS, novelist, takes er April 2 as writer on Lever Bros. Bright Horizons" on CBS. Agency is oung & Rubicam, New York.

ALT FRAMER, who joined WAAT ewark, N. J., some months ago, as udience promotion manager, has taken n added duties as director of pub-city, reporting to **ROLAND TRENCH-ARD,** public relations director.

ALTER ROBINSON, formerly of WAGE yracuse, and **ROBERT G. WALTER** of WFBL Syracuse, have joined the an-ouncing staff of KYW Philadelphia.

OUIS THORPE, formerly of WEEU eading, Pa., joined the announcing taff of WIBG Philadelphia.

OB MOWERS, former announcer of WTRY Troy, N. Y., and **TOM GILLES-IE** of WCBT Roanoke Rapids, N. C., ave joined the announcing staff of WWNY Watertown.

/SGT. EDWARD R. NEWMAN, known s Dick Kirby and m.c. of New York ll-night record shows before joining he Army, has been appointed radio di-ector of the First Service Command, Boston, as a result of his work as writer-roducer of the WAC show, "Everything or the Girls".

MEL FRITZE, formerly of KROW Oak-land, Cal., has joined KSFO San Fran-isco as announcer.

CATHERINE ACKERMAN, formerly with KQW and KFRC San Francisco, is now n charge of WJW Cleveland transcrip-ion dept. **PEGGY WIRSING** is new con-inuity editor. She was with KMPC Beverly Hills.

RICHARD M. WOOLLEN, for three years with Horace Heidt in various capacities, has joined the Blue Hollywood produc-tion staff.

GAETAN BARRETTE, formerly of CBF Montreal, has joined the announcing staff of CBJ Chicoutimi, Que.

CLAIRE MARTIN, formerly of CBV Que-bec, has been transferred to the an-nouncing staff of CBF Montreal.

BETTY PARKE TAYLOR, formerly of CHSJ St. John, N. B., and **STEPHEN KER APPLEBY,** released from service after three years overseas with the RCAF, have joined the program de-partment of CBH Halifax.

CHET BEHRMAN has returned to WKMO Kokomo, Ind. as director of continuity. He has been doing televi-sion production research work in Holly-wood.

BOB FOX, formerly with WLBJ Bowling Green, Ky., is now an announcer at WGRC Louisville. **CELESTINE HAU-MOST** has assumed duties as writer in the WGRC continuity department. **JOHN PAYTON** has been named music librarian.

HARRY CARROLL, formerly with WDAF Kansas City, Mo., is now with KMOX St. Louis as announcer. **FRANK ALLEN** shifts from the announcing staff of WHAS Louisville to KMOX. **C. G. (Tiny) RENIER,** director of program sales, has been traveling during the past two months to contact and audition talent for KMOX and other CBS stations. **DAVE MOORE,** formerly on the editorial staff of Billboard in Chicago, is now KMOX director of publicity.

BOB UMBACH, released from the Army Air Forces, is now an announcer with WJLD Bessemer, Ala. **DOROTHY ALEX-ANDER** is in charge of the continuity department.

DOUGLAS MUSSINON, formerly of WLW Cincinnati, has been named con-tinuity director of **KOMA** Oklahoma City.

WILLIAM F. BEATTE, known as Bill Frederick, has resigned from WINN Louisville to join the announcing staff of WGBF Evansville, Ind.

DELORES SWANBERG has resigned from KGVO Missoula, Mont. continuity staff.

RAY BERGMAN has joined the KSL Salt Lake City continuity staff.

GEORGIA DAVIDSON, former produc-tion manager at WDBO Orlando, Fla. and previously with WKRC Cincinnati and WKBN Youngstown, O., has been appointed radio director of public in-formation at eastern area headquarters of the American Red Cross. Miss David-son was one of the first women to go overseas for ARC.

MARTIN SILBURT, formerly of CKRN Rouyn, has joined the announcing staff CKEY Toronto. **HAL KELLY,** released from the RCAF, has also joined CKEY.

LT. G. G. YULL, formerly of the CBC Montreal, is reported wounded in Bel-gium.

AL STETSON, former receptionist at NBC, has been appointed assistant su-pervisor of the NBC guest relations de-partment, reporting to **LATHROP MACK,** manager. Mr. Stetson replaces **JOE PUSATERI,** on leave of absence due to illness.

GRENVILLE DARLING, former program director of KANS Wichita, is now an ensign attached to the communica-tions staff of Adm. Nimitz in Guam.

DICK WILLIAMS, at 17 a noted midwest magician and winner of the KANS $200 amateur announcers' contest, has been added to the KANS announcing staff.

GERALD BROWN, announcer of WGRC Louisville, on Feb. 16 married **IRENE SIMPSON.**

HERB HALEY, announcer of KGO San Francisco, has joined the U. S. Maritime Service.

LT. ROBERT SCHALL, former freelance radio writer in New York, has been assigned to the Radio Branch, War Dept. Bureau of Public Relations, com-ing direct from SHAEF.

WABD Names Lowther Its Executive Producer

GEORGE LOWTHER, veteran ra-dio writer and producer, has been appointed executive producer of WABD, DuMont television station in New York, Samuel H. Cuff, gen-eral manager has announced. Mr. Lowther will supervise all pro-grams on WABD. He is author-producer of an original series presented by the "DuMont Players" each Sunday evening.

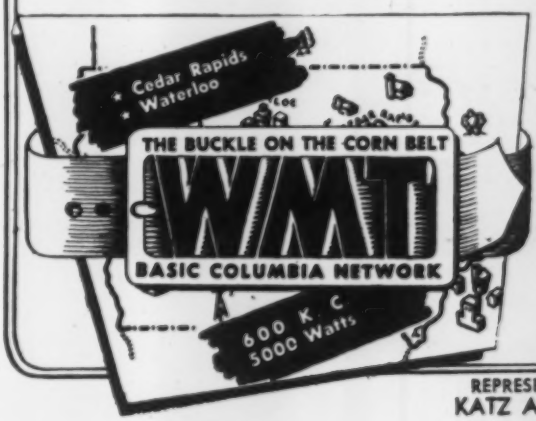
Other personnel changes include the appointment of Louis Sposa as manager of the program service dept. Bright has been named art director. Eleanor Balz is setting up a new motion picture department at WABD. Scott Helt and Otis Freeman have been assigned as su-pervising engineers to WABD's two studios.

Walter Stone

WALTER STONE, 53, KBUR Bur-lington, Ia. continuity director, died early in February. He had written many plays and comedies, coached student plays at Northwestern U. and for seven years wrote and di-rected for the John B. Rodgers Pro-ducing Company. He was well known in musical circles.

1/3 OF WMT's LISTENERS ARE CITY FOLKS!

More than one million of the listeners in WMT's vast potential listening audience (3,500,000) are "City Folks." These are the same people you meet in any city—doctors, lawyers, engineers, factory workers, clerks. They contribute their share toward Iowa's $1,500,000,000 (plus) yearly income. Don't think Iowa begins and ends with farming—sell both the farmers and the city folks with WMT. WMT's 5,000 watts at 600 kc. can't miss when you're pointing your sales message at Iowa.



REPRESENTED BY KATZ AGENCY

BUFFALO'S GREATEST REGIONAL COVERAGE

KYW

550 K.C.

BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

NEW YORKERS EARLY RISERS

WOR Survey Shows Four Out of Five Families Astir by 9 a.m. Sundays

By RAY LYON
Assistant Research Director, WOR New York

WHAT WAS the earliest time last Sunday morning that a member of your family was up? What time did the family have breakfast?

You could jog your memory for the answer—but why bother? It's scarcely an epochal subject for small talk. Like, say, the weather. The weather at least is ubiquitous. And you're just one family.

Multiply your family by two-and-a-half million, and you've got an operation for Eisenhower. Two-and-a-half million is the number of families who, squeezed into New York City and its four congested adjacent counties, rub their eyes each Sunday morning, hop, squirm or fall out of bed and—by direct or devious routes—make for the breakfast table.

Aggrandized by such sheer weight of numbers, every minute matutinal move of John Smith or Joe Zilch thus is lifted out of the commonplace, endowed with prime significance as a Merchandising Fact. Enormous quantities of advertising and public service may hinge on that fact.

Significant Activities

Will the little Smiths brush their teeth this Sunday morning? How much Infecto Mouth Wash will Smith sluice around his collective tonsils? Does Mrs. Zilch brew her coffee strong or weak and does Jasper grab for Wheaties? Does the family fight for the Sunday comics and/or tune in a radio program?

Always intensely interested in the living habits of their listeners, WOR New York needed to know how—and more especially *when*—New York gets up on Sunday. So Crossley Inc. was called in, questioned 6,705 representative families, came up with the answer.

Boiled down the answer is: On Sunday the Smiths (New York's most representative family) toss aside the first coverlet at precisely 8:05 a.m. and foregather at the breakfast board at exactly 8:45.

This is a good deal earlier than had been predicted by night-owl radio executives. They were surprised to learn, for example, that by 8.30 on Sunday morning two-thirds of all New York families are astir and that by 9.00 two-thirds have sat down to Sunday breakfast.

Here are the Crossley figures:

CUMULATIVE PERCENT

	First Person Up	Family Breakfast	First Up	Family Breakfast
5.30 a.m. & Earlier	54	0	1.6	0.0
6.00	164	39	6.6	1.1
6.30	121	46	10.3	2.5
7.00	423	217	23.1	8.9
7.30	460	219	37.1	15.3
8.00	653	690	56.9	35.5
8.30	328	490	66.8	49.9
9.00	465	565	80.9	66.5
9.30	109	160	84.2	71.2
10.00	287	510	92.9	86.2
10.30	43	98	94.3	89.0
11.00	93	261	97.2	96.7
11.30	9	34	97.5	97.7
12.00 Noon	74	59	99.7	99.4
12.30 & Later	9	20	100.0	100.0
TOTAL interviews	3,297	3,403	100.0	100.0

Medium: 8:30 a.m. 8:45 a.m.

Crossley interviewers asked, "What was the earliest time last Sunday that a member of your family was up?" during October 1944. The second question, "What time did the family have breakfast last Sunday?" was asked of an entirely different group during November. Both surveys were made in connection with the WOR-Crossley continuing study of radio listening in the area.

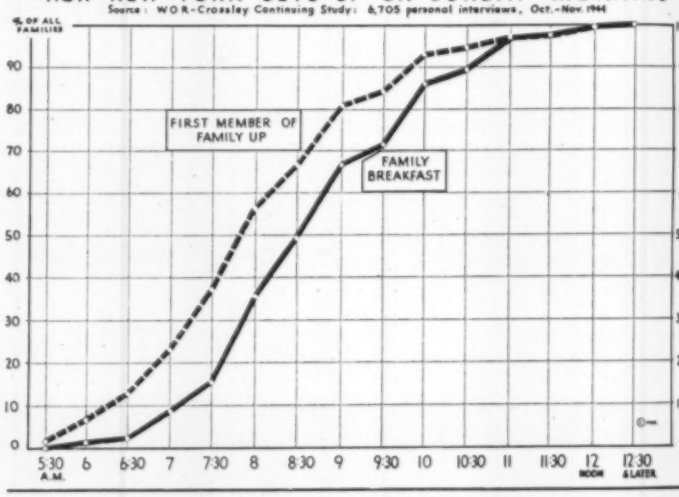
Breakfasts Lag

The chart below shows breakfasts lagging behind the getting-up period by about a half-hour until after 9:30 a.m. when the two curves start closing in.

Peak period for rising is between the hours of seven and nine during which time nearly three-quarters of all families start getting up. Nearly three-quarters of all Sunday breakfasts occur between 8 and 10 o'clock.

In the light of these findings, some WOR programming policies may need revision. For example, a popular commercial carrier now occupying the half-hour from 11:30 to 12 noon and featuring the Sunday morning breakfast, might fare better much earlier—perhaps at 8 or 9 o'clock.

HOW NEW YORK GETS UP ON SUNDAY MORNING
Source: WOR-Crossley Continuing Study: 6,705 personal interviews, Oct.-Nov. 1944



GAG - WRITERS PROTECTIVE Assn., formed at the instigation f George Lewis, WHN New York publicity director, has tabooed jokes about Mrs. Franklin D. Roosevelt on the grounds that they are being overdone on the air, and are too often disrespectful.

ON his 22d anniversary in radio, Leslie W. Joy, general manager of KYW Philadelphia, was showered with 22 different brands of cigarettes by 22 girl employes of the station. Mr. Joy broke into radio on St. Patrick's Day in 1923 as a concert singer on WJZ and became an announcer with WEAF in 1925. He joined KYW in 1935.

More Newspaper Space

NEWSPAPERS are allotting more space to radio in the face of wartime paper shortages, it was revealed in the annual survey by the NBC central division press department of newspapers in the 22 states served by the department.

Chicago Daily News and *Tribune* have recently added radio space as have the *Joliet Herald-News, Springfield State Register, Mt. Vernon Register-News, Dixo- Evening Telegraph, Fort Worth, Texas, The Press* and *Star-Telegram, Birmingham* (Ala.) *News* and the *Mobile* (Ala.) *Press-Register, Adrian,* (Mich.) *Daily Telegram* and the St. Joseph, (Mich.)-*Herald-Press.*

The Shreveport *Times* cut radio material as have *The Detroit Times,* The New Orleans *Times-Picayune,* and the Mason City (Iowa) *Globe-Gazette.*

PROMOTION

Contest Completed

WITH completion on March 15 of Los Angeles Philharmonic Young Artists competition jointly sponsored by Southern California Symphony Assn., KFI and Los Angeles Daily News, Gloria Greene, 15-year-old pianist, wins first place, a $500 War Bond, and will appear with the orchestra. Two instrumentalists have been featured each week on the half-hour competitive series on KFI for the past six months. George Cassidy, pianist, is winner of solo performance with Los Angeles Philharmonic Children's Concert Orchestra. Naomi Sparrow, pianist; Andre Previn, pianist, and Robert Maxwell, harpist, each receive a special award and $250 War Bond.

NBC Contest Winners

WKBN Youngstown, teamed with the Stambaugh-Thompson Co. of Youngstown, and WTHT Hartford in company with the Newton Robertson Bakery in that city, have been announced as winners in the promotion contest for two-program series produced by the NBC Radio-Recording Division, sponsor of the contest. A prize of $100 was awarded to each station-sponsor team. Running from Nov. 1, 1944 to Jan. 1, 1945, contest was for the best promotion for "Happy the Humbug" and "The Magic Christmas Window".

Wins Top CBS Award

PVT. HERBERT A. WRITER, Marine Corps, for his drawing based on the "Moore-Durante Show", has received the grand prize in the contest conducted as part of the CBS 1944 program promotion campaign. Pvt. Writer received a $5,000 War Bond, and one of 63 other $50 War Bond prizes. Drawings were submitted to local CBS affiliates and the local winner forwarded to CBS New York headquarters, where more than 4,000 entries were judged by Al Hirschfeld, Donald Freeman and Boris Aronson.

Dreier Booklet

ALEX DREIER, NBC Chicago commentator, has written a pamphlet, "Has Nazism Failed", a compilation of impressions of the German state and Nazi party gained by Mr. Dreier as a member of the NBC Berlin staff in 1941 and foreign correspondent in some 16 foreign countries. Eight-page booklet will be distributed by one of the commentator's sponsors, Skelly Oil Co.

WHOM Booklet

PHOTOS of staff members and program personalities of WHOM Jersey City feature a 10-page booklet for listeners who responded to a March of Dimes campaign. Booklet shows WHOM transmitter against New York City background and contains full schedule for each day.

Reaction Presented

WBT, in a brochure "Abe Lincoln Might Have Been There", describes last December's broadcast on CBS of "People's Platform" from Charlotte, N. C., which featured a discussion of the negro-white problem in the South. Copy emphasizes the favorable reaction which greeted the discussion.

CKRC Commended

CKRC Winnipeg has issued a folder on the station's role in "Helping to Build Canada's Active Army". Brochure tells in word and picture the work of the station through numerous series of programs over the past three years in aiding in the recruiting and morale of the Canadian Army. A letter from the Dept. of National Defense (Army) commends station for its work.

KROW Banner

LARGE felt banner 6 by 10 feet, hangs below the KROW Oakland, Cal. broadcasting booth in Winterland, San Francisco ice hockey rink, to identify the station which regularly broadcasts the games. O'Rourke of California (men's hats), sponsors air version of contests over KROW. Agency is Garfield & Guild, San Francisco. Banner reads "KROW Broadcasting for Castle Hats."

Playbills for Audience

NEW PROMOTION piece for WNAC and Yankee Network sponsors is a theatre playbill given each week to an audience of 900 at New England Mutual Hall, Boston at General Tire's "Thanks to America", Sunday afternoon variety show, with flyers on new programs enclosed.

Gift Certificates

THE 33d annual birthday banquet of the Advertising Women of New York Inc. held at the Biltmore Hotel March 23 was honored by WITH Baltimore via a four-foot cake containing numbers held by the ladies and corresponding to $2,500 worth of gift certificates purchased by the station at leading New York shops.

'Listen' Bigger

EVANSVILLE-ON-THE-AIR house organ Listen has gone to eight pages to give space to programs and staff personalities, FM and network programs and schedules of Evansville stations WGBF and WEOA. Paper is distributed free each Friday through local grocery stores.

KRNT Des Moines

KRNT Des Moines has issued an "Emerald Brochure" to promote the "Gene Emerald Show" 3:30-5 p.m. Trimmed with green, brochure features a picture of Mr. Emerald and compares him with Martin Block in New York and Arthur Godfrey in Washington.

WNAX Montage

MONTAGE of newspaper clippings in connection with the Typical Midwest Farm Family's trip to Washington has been prepared by WNAX Yankton, S. D. Nearly 40 papers are represented in the folder.

IN TRIBUTE to her morale-building services to armed forces overseas, Dinah Shore, star of weekly NBC *Dinah Shore's Open House*, has been selected as first entertainer to receive citizenship medal of Veterans of Foreign Wars.

SCHMIT NAMED TOP VICTOR ENGINEER

D. F. SCHMIT, formerly assistant chief engineer of RCA Victor Division, RCA, has been appointed director of engineering, succeeding Dr. J. B. Joliffe, recently elected vice-president of RCA in charge of RCA Labs. George L. Beers, formerly on the engineering administrative staff, has been appointed assistant director of engineering in charge of advance development.

Active in engineering for the past 15 years, Mr. Schmit joined RCA Radiotron Co., Harrison, N. J. in 1930, later was placed in charge of tube design and application, and then became manager of research and engineering at the Harrison plant. He was named manager of the new products division in 1939 and advanced to his more recent post in 1943.

Widely known as the inventor of the new RCA Super FM receiving system, Mr. Beers has been associated with RCA Victor and its predecessor companies since 1921. He was placed in charge of advance development at RCA Mfg. Co.'s research department in 1940, and joined the RCA Victor engineering staff at Camden in 1943.

Dr. Lloyd Preston Smith Appointed to RCA Post

DR. LLOYD PRESTON SMITH, professor of physics at Cornell U, and research consultant at RCA Labs. since 1941, has been appointed associate research director of the laboratories, according to E. W. Engstrom, research director. Dr. Smith fills the vacancy created by the death last July of B. J. Thompson, killed during a flight in an Army plane in the Mediterranean area, while on a special mission for the Office of the Secretary of War.

Dr. Smith has been supervising Mr. Thompson's research staff since the latter went on leave of absence in Dec. 1943. The new associate director will continue as a consultant on Government work at Cornell U, where he served as instructor in physics from 1927 to 1930, and as assistant professor and then professor since 1932.

Radio Institute

THIRD ANNUAL radio institute sponsored jointly by NBC and the U. of California at Los Angeles will begin July 2, with all but one of the eight courses being held at NBC's Hollywood studios. Open to selected students, teachers, station network personnel, with practical experience in radio as one of the requisites, the course is one of a group established by NBC at Stanford, Northwestern and Columbia as well as UCLA.

Merger Spots

GENERAL PETROLEUM Corp. of Cal., Los Angeles, in a two-week campaign to announce consolidation of that firm and Gilmore Oil Co., on March 20 started using a heavy daily schedule of spot announcements on 75 Pacific Coast stations. Agency is Smith & Drum, Los Angeles.

Chateau de Ramezay — where the first laws for Canada were drafted.

GETTING RESULTS

Today, Quebec Province is progressive and alert—a wide-awake market for your goods or services. Her 3½ million people constitute a specialized radio audience for your sales message. You can make loyal customers for your product—provided that your Radio program is designed with knowledge of their preferences in Entertainment. That is where we specialize and can assist you. We now plan and produce programs in both English and French for many leading National advertisers.

LET US HELP YOU

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

COLUMBIA NETWORK

WKBW
1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

HAND BUILDING, BUFFALO, NEW YORK

National Representatives: FREE & PETERS

Poll Gives Four WTMJ Staff Members, Two Programs High Popularity Rating

FIFTEENTH annual poll of the *Milwaukee Journal* placed four WTMJ Milwaukee staff members and two station-produced programs high in popularity.

The Grenadiers, 13-year-old WTMJ noon music and variety program won first in the day show classification with a third of the votes cast. *Play 'Em or Pay 'Em*, another local show placed fifth with *Breakfast at Sardis*, *The Breakfast Club* and *Finder's Keepers* in second, third and fourth places.

Bob Heiss, chief WTMJ announcer, placed first in listener preference with Don Ameche, Harry Von Zell, Bill Goodwin, Harlow Wilcox and Don Wilson following in that order. Two other WTMJ announcers, Paul Skinner and Gordon Thomas, placed seventh and eighth.

Wisconsin listeners placed Mr. Skinner third in the news commentator field just behind Gabriel Heatter and Walter Winchell. Robert St. John, H. V. Kaltenborn were fourth and fifth with Bob Heiss, of WTMJ sixth.

Bing Crosby was most popular male singer and Frank Sinatra second. Mr. Skinner placed third in this division. He was followed by Dick Haymes and Perry Como. Russ Winnie, of the Milwaukee station, was most popular sports announcer followed by Bill Stern and Bob Heiss of the WTMJ staff and Ted Husing, Mickey Heath, and Jack Brickhouse.

Other results showed Bing Crosby's show first in the favorite program division followed by Bob Hope, Fibber McGee and Frank Sinatra. Dinah Shore was tops among girl popular singers, Harry James the most popular dance orchestra; *Truth or Consequences* headed quiz programs and *Lux Radio Theatre* dramatic shows.

LATCHING ON to a congratulatory handshake from Ed Kobak, president of MBS, is Mrs. Myrtle Goulet, midwest traffic manager of Mutual, who recently completed her tenth year with the network. Ade Hult, newly appointed Mutual vice-president in charge of midwest operation, smiles on.

NBC POLICY SHORT OF PAPER'S PLAN

NBC's new advertising policy will not bar entirely interruptions of news broadcasts by commercial announcements, Sydney H. Eiges, NBC press department manager, told a *St. Louis Post-Dispatch* correspondent last week.

While the new policy bars interruptions in the middle of the newscasts it still permits them within the first two minutes and the last three minutes of 15-minute programs and does not comply with *Post-Dispatch* editorial suggestions for improvements in newscast advertising, a story in that paper declares.

"What is likely," Eiges explained, "is that the sponsors will begin the news programs with headlines or a 'bulletin board,' following that with a one-minute commercial announcement. Then there would be 10 minutes of uninterrupted news, followed by a commercial 'spot' with possibly some final bulletins or sports and weather reports at the end."

Eiges pointed out the network limits total advertising time to two minutes and 15 seconds. The *Post-Dispatch* has suggested broadcasters should "quit interrupting the news with commercial plugs." It also suggested that they do away with "plug-uglies" or broadcasts submitted by advertisers who deal in palliatives for "bodily aches and pains, stomach acidity and gas, body odors, enlarged pores, bad breath and a thousand and one equally revolting subjects". The *Post-Dispatch* story denied NBC had done anything to comply with this suggestion.

Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.

With **"Pulling Power"** like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Snapp Award Entries Will Close April 5

COMPETITION for the Josephine Snapp Award for the woman who has made the most outstanding contribution to advertising closes Thursday, April 5, the Women's Advertising Club of Chicago, sponsors, have announced.

Responses this year reflect the varied part women are playing in the advertising field during the war period. Four of the judges are Charles Luckman, president Pepsodent division Lever Brothers Co.; Bruce Barton, president Batton, Barton, Durstine & Osborn and chm. of the board of directors of the Advertising Federation of America; Helen Holby, director club contact department Advertising Federation of America and Donald D. Davis, vice-president Minnesota-Ontario Paper Co., Minneapolis, Minn. A fifth judge will be announced later.

Walgreen Renews

WALGREEN DRUG Co., Chicago, has renewed its spot announcement campaign in 38 markets effective April 1 for 39 weeks. Agency: Schwimmer & Scott. Walgreen will alternate baseball sponsorship in Chicago with Lorillard. Alternate schedule under plan is for Walgreen to sponsor on WIND one day with Lorillard on WJJD; following day schedule is reversed. WJJD will cover White Sox; WIND, Cubs.

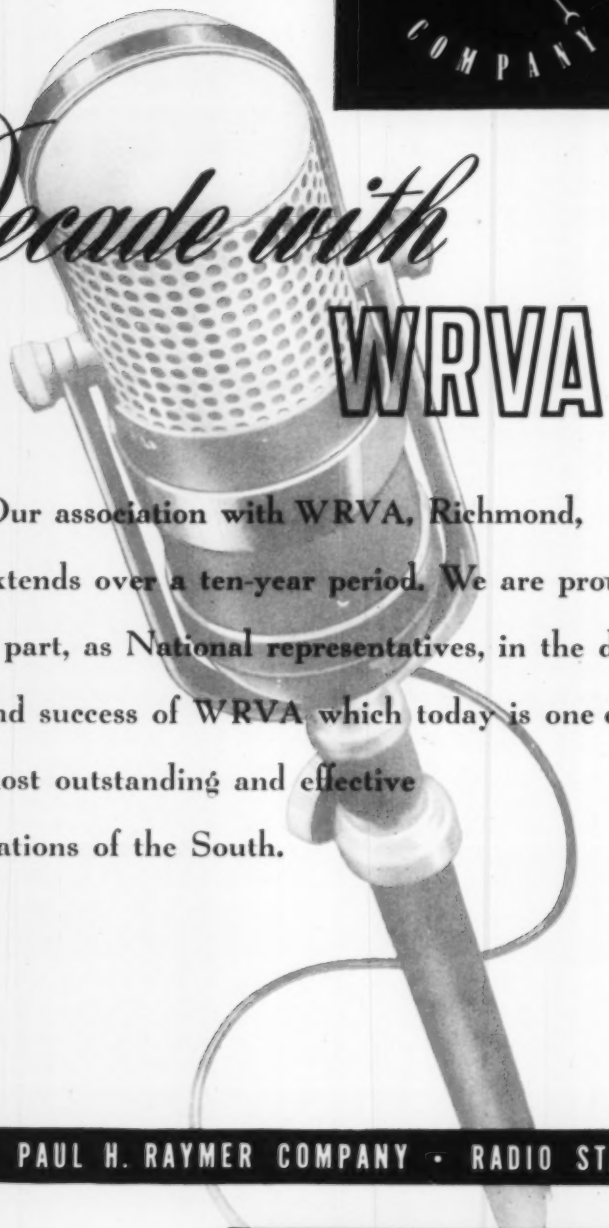
MONTICELLO, CHARLOTTESVILLE, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

"ALL MY WISHES END...

. . . where I hope my days will end . . . at Monticello." Author of the Declaration of Independence, of the Statute of Virginia for Religious Freedom, and Father of the University of Virginia, Thomas Jefferson had two great romances. One, his charming young wife, Martha; the other his "Little Mountain", the noble house built on a favorite hilltop where he used to sit and dream as a boy. Monticello is not only the inspiration of the purest American architecture, reflected in many other famous buildings including the State Capitol at Richmond (directly across the street from WRVA's Richmond Studios), but it is also revered as the Shrine of Democracy. The Sage of Monticello epitomized the fact that character is a blend of many qualities. In WRVA . . . a blend of the modern miracle of radio with the charm and graciousness of the Old South.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA



A Decade with WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.

PAUL H. RAYMER COMPANY · RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

SPONSORS

J. L. CLARK Co., Pittsburgh (candy), sponsor of "Mary Small Revue" on the Blue Sunday 5-5:30 p.m., has shifted its advertising from Walker & Downing, Pittsburgh, to BBDO in that city, with New York office acting as liaison on the show.

ROYAL DIAMOND & WATCH Co., New York, chain of 16 credit jewelry stores, has signed a 52-week contract for six-weekly ten minute "Singo" program on WHOM Jersey City, beginning March 26. Business placed direct.

DUFFY-MOTT Co., New York, producers of Mott's apple juice and other processed fruit products, on April 2 shifts radio advertising from Al Paul Lefton Co., New York, to Young & Rubicam, New York. Firm sponsors Imogene Wolcott's "What's Your Idea" on 56 MBS stations Mon.-Wed.-Fri. 11:45-11:55 a.m. Media plans are under consideration.

ITALIAN COOK OIL Corp., Brooklyn, has shifted advertising from Lawrence Fertig Co., New York, to S. Duane Lyon Inc., New York, for San Jennaro, Bravo and Italian Cook oils. Schedules will start shortly on WTEL Philadelphia with a six-weekly quarter-hour news and music series, and on WOV New York with a three-weekly news and music period. Program similar to an additional three-weekly series "Naples That Sings" to start on WOV New York, may be placed later on other stations, including an English version.

SCHWEBEL BAKING Co., Youngstown, O., and Ce-Lect Baking Co., Boston, have appointed William A. Schautz Inc., New York, as agency. Spot radio is planned.

WESTERN STOVE Co., Culver City, Cal., in a continued campaign to recruit war workers, on March 3 renewed for 52 weeks nightly transcribed announcements on KHJ Hollywood. Firm also utilizes transcribed spot schedule on KFMB and KGB San Diego, with daily local cut-in on Blue "Mystery Chef" on KECA Los Angeles and KGO San Francisco. Mays & Bennett Adv., Los Angeles, has account.

WIEBOLD STORES Inc., Chicago (dept. store), effective March 19 began sponsorship of "Melody Lane", half hour variety show, Monday 6:30-7:00 p.m. (CWT) on WBBM Chicago. Contract for 52 weeks was placed by Needham Louis & Brorby, Chicago.

DENVER DRY GOODS Co. has signed for three-weekly quarter-hour programs for 52 weeks on KOA Denver. A WAC recruiting series, "Do You Know Colorado", fills Monday spot for 10 weeks. Other periods feature "The Roving Cowboy" series.

HAWTHORNE-MELLODY Farms Dairy, Chicago, has appointed Bozell & Jacobs, Chicago, to handle advertising.

BALLARD & BALLARD, Louisville, on March 5 began a test campaign, featuring Louise Massey & the Westerners, six-weekly on WHIS Bluefield, W. Va. Show is produced and packaged by Hiblett Radio Productions, Chicago. Contract for 52 weeks was placed by Henri, Hurst & McDonald, Chicago.

"I've changed my mind — I'm staying home to hear the Lone Ranger on WFDF Flint."

PRUDENTIAL ASSURANCE Co., Toronto, has started spots on CKEY Toronto. Account placed by Tandy Adv. Agency, Toronto.

GEORGE W. LUFT Co., New York (Tangee), has started half-hour recorded programs weekly to end of year on 7 Canadian stations. Agency is Export Adv., New York.

RICHARDS INSURANCE Co., Los Angeles (life insurance), on March 19 started a series of daily dramatized five-minute programs on KMPC Hollywood and KERN Bakersfield, Cal. Contracts are for 13 weeks. Other southern California stations will be added. Dean Simmons Adv., Hollywood, has account.

WILCO Co., Los Angeles (Clearex, Biff), in a 13-week campaign started March 19 is using daily transcribed announcements on major market stations in California, Oregon, Washington, Utah, Arizona and Texas. Agency is Elwood J. Robinson Adv., Los Angeles.

CALIFORNIA SPRAY-CHEMICAL Corp., Richmond, Cal. (Ortho garden spray), on March 2 started a weekly five-minute program on KMPC Hollywood for 26 weeks. Agency is Long Adv. Service, San Jose, Cal.

PENNZOIL Co., Los Angeles (motor oils, greases), in a test campaign on April 2 starts two transcribed announcements weekly on KGW Portland, Ore. Similar schedules are contemplated in other major west coast markets. Agency is The Mayers Co., Los Angeles.

JOE FRANKLIN MYERS INDUSTRIES, Dallas (candy products), on March 6 started thrice-weekly transcribed "Hit of the Week" on KNX Hollywood. Contract is for 13 weeks. Agency is Rogers & Smith, Dallas.

FREDERIC W. ZIV Co., producer of transcribed musicale "Pleasure Parade" has signed Gibbons Brewing on WBRE Wilkes-Barre, Pa., and WGBI WARM Scranton, through Henry W. Gann Adv.; Theo. Hamm Brewing Co. KSOD Sioux Falls, S. D., through Mitchell-Faust; Consolidated Motors KTAR Phoenix; American Brewing Co. WWL New Orleans; Loveman Joseph & Loeb, Birmingham, Ala., Shannon & Luchs Co. WRC Washington, through Henry J. Kaufman Adv.; Lauerman's Marinette, Wis.; Union National Bank, Clarksburg, W. Va. Series consists of 156 quarter-hours produced by N. Y. office.

FREDERICK & NELSON Co., Seattle (dept. store), has signed for sponsorship on KJR Seattle of Raymond Swing beginning April 2. The Blue cooperative program now has total of 120 sponsors. Blue co-op news series with Martin Agronsky has acquired as new sponsors: Dannenberg Store, WBML Macon, Ga.; People's Building Co., WMFT Wilmington, Del.; Mit Lee Service Garage, WTAW College Station, Tex. Shade's Dept. Store on KTEM Temple, Tex. and New England Bakery on WFCI Pawtucket have signed for "Baukhage Talking", also a Blue co-op.

HEARN'S DEPT. STORE, New York, is testing promotion of Convoys Ltd., a service for sending packages to war prisoners in Italy, with a series of six-daily live spot announcements on WHOM Jersey City. Business placed direct.

BLACKSTONE HOTEL, New York, prompted by success of a radio campaign to attract local and out-of-town guests, has resumed use of spot radio. Purpose is to secure new business to fill vacancies created by vacationers going to Florida. Schedule started first part of March and will run for about eight weeks, consisting of live one-minute spots two to seven times weekly on WJZ WDAS WHN WOL. During 1944-45, Blackstone used WMCA WBYN WINX WWSW WDAS WITH WORL. Agency is Aetna Adv., New York.

DOMINION ELETROHOME INDUSTRIES, Kitchener, Ont., has appointed Vickers & Benson, Toronto and Montreal, as agency.

PEPSI-COLA CO. OF CANADA, Montreal, has started 10 weekly transcribed spots on a number of Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

Coast Monitor Unit

KQW San Francisco and CBS have completed an elaborate overseas Pacific and Far Eastern monitoring and broadcast unit, first of its kind in the West. It is an improved version of CBS New York equipment, consisting of dual control panels for monitoring and broadcast of overseas circuits, standby and news studio and complete recording facilities. Electrical tie-ups permit CBS to monitor and broadcast eight consecutive overseas points. Designed by Ken Owen, KQW chief engineer, it was constructed under supervision of Fox Case; CBS western director of news and special events.

KIDO Boise, Ida., and Ralph Herbert, were commended in a resolution by the Idaho State Legislature for service to the people in broadcasting proceedings of the 28th session. Mr. Herbert's daily broadcast from the capital newsroom gave a digest of news.

CABLE MESSAGES to Finland, discontinued since 1939, have been resumed, the Commercial Cable Co., affiliate of IT&T, has announced.

MAZOR FURNITURE Co. and Steuart Motors, Washington companies which share the Monday-through-Friday 7-7:15 p.m. local sponsorship on WOL Washington of Fulton Lewis jr., have signed for sponsorship of repeat broadcasts of the program 11:15-11:30 p.m. Signing of these periods brings total of new business on WOL during the past 24 weeks to 87 quarter-hours weekly.

ACME BREWING Co., San Francisco (beer), and Young's Market, Los Angeles (distributors for Dr. Pepper), for second consecutive year starting March 31 will jointly sponsor sportscasts of all Los Angeles Angels and Hollywood Stars home baseball games on KMPC Hollywood. Series will comprise six games weekly and run until mid-October. Brewing account is handled by Brisacher, Van Norden & Staff, San Francisco, with Young's Market placing direct.

MAY Co., Los Angeles (department store), for sixth consecutive year on March 19 renewed five-weekly quarter-hour "Maytime" on KFWB Hollywood. Agncy is Milton Weinberg Adv., Los Angeles.

NEBRASKA POWER CO. OF OMAHA has appointed Allen & Reynolds, Omaha, as advertising agency. Extensive campaign including radio is now in progress.

KUNGSHOLM BAKING Co., Chicago (cookies), has appointed H. W. Kastor Adv., Chicago, as agency. Radio is considered.

S. HUROK, New York, the end of the month starts four-week campaign for the Metropolitan Opera in New York with one-minute announcements and station breaks about thrice-weekly on WJZ WOR WQXR WEAF. Agency is Kayton-Spiero Co., New York.

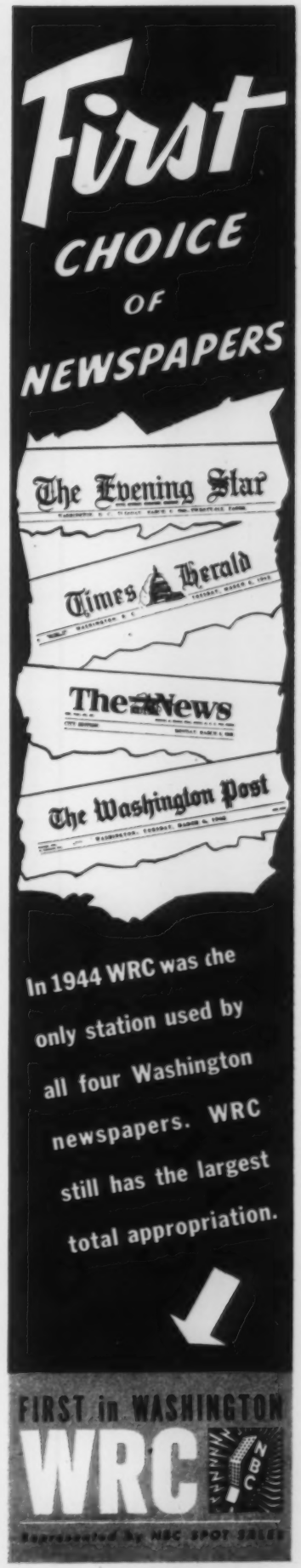
AMERICAN HEALTHAIDS Co., Newark, has appointed Hill Adv., New York, to handle advertising of all products effective May 15. Radio will be used.

JULIUS KAYSER & Co., New York, manufacturers of hosiery, lingerie and gloves, and Nazareth Waist Co., a subsidiary, have appointed Cecil & Presbrey, New York, as agency effective July 1.

SENSATION BLOUSES, New York, last week made its radio debut as participating sponsor of "For Women Only" on WHN New York, promoting Vicki Lynn Blouses. Contract for 52 weeks was placed through Moselle & Eisen Adv., New York.

E. L. BRUCE Co., Memphis (floor finishes), effective April 9 will begin sponsorship on WDAF Kansas City of a five-minute five-weekly show, "My Hero," dramatizing experiences of a war hero from the Kansas City territory. Contract for 26 weeks was placed by Christiansen Adv., Chicago.

ABT PRODUCTS, Chicago, will sponsor one-minute spot announcements March 30-April 10 on KFEL Denver, and April 13-24 on WSPD and WTOL Toledo. Agency is David Seltz Co., Chicago.



XUM

WINN

LOUISVILLE

Basic Blue Network

Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

Tom Olsen Appointed To New Treasury WFD Post

TOM OLSEN, owner and operator of KGY Olympia, Wash. is to join the War Finance Division of the Treasury Dept. about April 1, according to an announcement by Eugene Carr, chief of the WFD Radio Section. Mr. Olsen will have charge of a new post involving coordination and reporting of the work of local stations in the promotion of the Seventh War Loan Drive for $14,000,000,000 scheduled to run May 14-June 30. He will serve with Treasury as a dollar-a-year man.

Mr. Olsen

Long active in the newspaper reporting and theatre advertising fields, Mr. Olsen became interested in radio through his close friend, Harry Spence, owner of KXRO Aberdeen, Wash. He purchased an interest in KGY, becoming general manager of the station in 1939. The 250 w outlet since then has gone to full-time operation with 250 w on 1240 kc as a Mutual affiliate. Mr. Olsen is president of the Washington State Assn. of Broadcasters and is secretary-treasurer of the Northwest Broadcasters Assn.

Barrerre Made Assistant Promotion Manager

CLAUDE BARRERRE, formerly manager of syndicated sales of NBC Radio Recording Division, has been named assistant to Charles Vaill, promotion manager of WEAF, NBC's New York outlet. Mr. Barrerre joined NBC in August 1941 as salesman, was placed in charge of syndicated program sales in 1942 and became manager last year. His replacement has not been announced.

One of several new appointments in the recording division is that of Helen Bernard as commercial sales representative, replacing Rady D. Scofield, who left the network last January, and has now been appointed to the sales staff of WCOP Boston. With NBC for the past six years, Miss Bernard has been assistant to the syndicated sales manager.

Addison C. Amor has been named salesman for NBC Thesaurus, and Daniel Denny Jr., has joined syndicated programs in a similar capacity. A graduate of Duke U., Mr. Denny was just discharged from the Army Air Corps, as a captain in special services. Mr. Amor has produced such programs as *Lower Basin Street*, and Boston Symphony, Blue, and is a songwriter, with two compositions on the Thesaurus list.

Shift to New York

DEAL has been completed whereby weekly *Eight-to-the-Bar Ranch* program on Blue stations will shift from Hollywood to New York for four weeks with broadcasts originating from Paramount Theatre starting June 6. Besides the Andrew Sisters, personal appearance will include (George (Gabby) Hayes, Dewey (Pigmeat) Markham and Marvin Miller, announcer. Deal was consummated at price of $80,000. Nash-Kelvinator Corp. sponsors the program.

PROGRAMS

Cowles Red Cross Series

THE COWLES eastern stations, WCOP Boston, WOL Washington and WHOM Jersey City, are presenting a transcribed series of American Red Cross War Fund programs specially prepared overseas by Gordon Gammack, European correspondent of the Des Moines Register & Tribune, a Cowles newspaper. Program features interviews with servicemen from the locality, now convalescing in army hospitals in England and France. At WHOM parents are invited to the studio and interviewed on the air after playing of recording, of which they receive a copy. Series started March 13 on WHOM and will run for four weeks as a six-weekly quarter-hour program.

Community Forum

COMMUNITY "Sunday Citizens Forum" is aired weekly as a half-hour evening program on CJRL Kenora, Ont., by the Kenora Town Planning Commission, and has citizens from all branches of community life give unrehearsed opinions on various subjects of interest to the community. Such topics as recreational facilities for children, town planning for postwar industry, town planning for postwar homes, community health and welfare, are among subjects discussed.

Juvenile Video Show

PLANS for a children's hour on WNBT, NBC's television station in New York, were announced last week by John F. Royal, NBC vice-president in charge of television. Series starts April 7, 7-8 p.m. with time and format subject to change depending on reaction from juvenile viewers who will be surveyed for their opinions. Program will combine films with live talent production. Details are still to be set.

Afternoon Jive Show

SIX-WEEKLY quarter-hour afternoon swing session for the high school set of Cincinnati is aired by WKRC Cincinnati effective March 26 from the Hotel Alms, Cincinnati. Titled "Hi de Hi School", audience program features the WKRC orchestra.

Odd Facts

LISTENERS questions on odd facts from all parts of the world are answered by "school teachers" Vicki Vola, actress, and Glenn Rigs, Blue announcer and m.c., on "The Little Blue Playhouse", five-weekly quarter-hour show heard on WJZ, the Blue's New York outlet. Answers are compiled by Joseph Nathan Crance, author of "Famous First Facts".

NBC Lenten Series

NBC presents this week a special Lenten series "The Supreme Sacrifice" combining daily Bible readings with organ music and message from New York churchmen. Network has turned over the Monday through Friday 12:30-12:45 p.m. period to the program.

Science Series

LABORATORY and research experiments by high school students are reenacted in "Exploring Science", weekly quarter-hour series presented on WMCA New York in cooperation with the Federation of Science Teacher Assns. of New York. Students are interviewed on specific projects carried on as extra-curricular activities, the subjects to include genetics, penicillin, aviation and biology.

Interviews With Veterans

INTERVIEWS with members of the Army Air Forces from the New York area, now at AAF Convalescent Hospital in St. Petersburg, Fla., are presented by WOV New York in "Hats Off to Our Eagles". Interviews are recorded for WOV by WSUN, St. Petersburg's municipal station.

Gov. Green on WLS

GOV. DWIGHT H. GREEN effective March 25 will resume his monthly report to the citizens of Illinois the last Sunday of each month on WLS Chicago 11:30-11:45 a.m. CWT.

Canadian Ratings

FOUR AMERICAN network shows lead the first 15 most popular network programs with Canadian listeners for March, according to evening national ratings of Elliott-Haynes Ltd., Toronto. *Radio Theatre* tops the list with 37.8, followed by *Fibber McGee and Molly* with 37, and then *Charlie McCarthy, Bing Crosby Music Hall, Treasure Trail* (Canadian program), *Album of Familiar Music, Bob Hope* tied with *NHL Hockey* (Canadian program), *Aldrich Family, Blind Date, Reader's Digest, Frank Morgan, Green Hornet* (Canadian program) tied with *John & Judy* (Canadian program), and *Big Town*. Five leading French language programs for March evening rating were *Secrets du Dr. Morhanges* with a rating of 36.2, followed by *Le Railliement du Rire, Metropole, Ceux qu'on Aime* and *La Mine d'Or*.

Recorded for Schools

NBC Radio Recording Division has recorded programs of NBC's *Our Foreign Policy* Saturday evening series for use in schools, libraries, etc., as aids to history students, with records being offered at a nominal price. Fifth sets have been made for the recording library of the U. S. Office of Education, at the request of the State Dept.

AGENCIES

KENYON & ECKHARDT, New York, last Thursday formally opened to the press a test kitchen set up in an old town house at 111 E. 79th St. Agency has taken over the entire ground floor of the building for a kitchen and furnished apartment complete with reception room, powder room and dinette for entertaining the press. Kitchen will be used for displaying and experimenting with household appliances as well as for recipe testing.

DOUGLAS J. MURPHEY former supervisor of advertising for Metropolitan Life Insurance Co. has joined Warwick & Legler, New York, as account executive, assigned to Equitable Life Assurance Society of U. S. Company starts "This Is Your FBI" on the Blue April 6.

PAUL FIELD, former feature writer of the Associated Press and at one time writer of commercial and printed copy at Lord & Thomas, has joined the radio copy staff of Compton Adv., New York.

DAVID C. GIBSON, former vice-president and advertising director of Maryland Casualty Co., has joined J. M. Mathes Inc., New York, as account executive.

EDWARD POLA has joined Doherty, Clifford & Shenfield, New York, as program director assigned to Bristol-Myers "Allan Young Show" on the Blue. Mr. Pola for eight years was a writer with BBC London and served on the production staff of J. Walter Thompson Co. and Lord & Thomas in that city. He joined NBC's production staff when he returned to this country in 1940. Recently he has been freelancing.

KEN WEBB, BBDO producer, has been transferred from New York to Hollywood where he is supervising duPont "Cavalcade of America" on NBC and Cresta Blanca "This Is My Beat" on CBS.

DWANE STEWART, formerly on the sales staff of World Broadcasting System and at one time head of the music section of shortwave at NBC's international division, has joined the publicity staff of Doherty, Clifford & Shenfield, New York. He was released from the Army as sergeant.

EDWARD B. BEDFORD, with Geyer, Cornell & Newell, New York, since June 1944, has returned to Oneida Ltd., Oneida, N. Y., as coordinator of advertising and market research.

C. MERRITT TROTT, account executive of Courtland D. Ferguson Inc., Washington, has been appointed manager of the Baltimore office of the agency. He is succeeded in Washington by **FORREST R. ENTWISLE,** formerly of the Washington Post display advertising staff.

COAST WESTERN ADV. AGENCY, Los Angeles, has moved to 272 Lafayette Park Place.

H. B. FINNELL, formerly of Bayard & Eccleston Adv., Los Angeles, has joined Lockwood-Shackelford Adv., as account executive.

CHARLES TODD LEE, for four years with the Coordinator of Inter-American Affairs, has joined the international division of Young & Rubicam, New York, as contact man. He was assistant to **DON FRANCISCO,** former CIAA radio chief, serving in both Washington and South America. Previously he was with the International Telephone & Telegraph Corp. in Brazil and Cuba, and in market research and sales work with Cushman's Sons, New York.

McCANN-ERICKSON, New York, entertained 30 executives of MBS March 16 at luncheon at the Stork Club. Results of extensive work in the field of radio research were reported. Similar luncheons are being held for NBC, CBS and the Blue.

F. J. SMALLEY Jr., commercial manager of KFVD Los Angeles, has resigned to join Smith, Bull & McCreery Adv., Hollywood, and will become resident manager of that agency's New York offices to be opened June 1.

HOWARD T. WORDEN, manager of the film division of Foote, Cone & Belding, New York, has been elected a vice-president. Motion picture accounts coming under his supervision include RKO Radio Pictures, RKO theatres in the New York metropolitan area, Vanguard Films, Walt Disney Productions and Pathe News.

ROBERT KAHN, owner of Robert Kahn & Assoc. is the father of a girl.

CURRY W. STOUP, former advertising manager for Harry Ferguson Inc., Detroit, a subsidiary of Ford Motor Co., has joined Foote, Cone & Belding, Chicago, as contact man on the Frigidaire account.

GORDON CATES, vice-president and radio director of Young & Rubicam, New York, and **JEAN CRUMP,** Y&R commercial writer, were married March 17.

J. D. WINKLER has been transferred from the Vancouver headquarters of Stewart-Lovick to the recently opened Toronto office of the agency.

BECAUSE of difference in opinions, Mann Holiner, producer, and Rudy Vallee, star of the weekly NBC Rudy Vallee show, have amiably agreed to sever association. Vallee has taken over production of the program, sponsored by Procter & Gamble Co. (Drene).

Underwood Resigns

CECIL P. UNDERWOOD, Hollywood vice-president and manager of Needham, Louis & Brorby and for eight years producer of NBC *Fibber McGee & Molly Show*, has resigned effective June 1 to establish his own firm for packaging programs and independent production. Plans call for a Hollywood headquarters with a New York office. He will continue present agency duties until successor to dual post of network producer and Hollywood manager has been appointed. Underwood is director of NBC's *Great Gildersleeve*. Frank Pittman will continue as producer of that series.

ROBERT MAGIDOFF, NBC Moscow correspondent, has arrived in Bucharest, Rumania, to cover political developments, NBC reported last week. Daniel DeLuce, AP correspondent, will cover Soviet capital for NBC during Mr. Magidoff's absence.

Whether it's
JUGGLING OR RADIO
You have to KNOW HOW for smooth performance.. Our years of experience in covering and dominating "The Magic Circle" offers BIG RESULTS at SMALL COST. We'll gladly give you more details on this station . . . serving the South's Number One Market.
EDNEY RIDGE, DIRECTOR
WBIG
GREENSBORO, N. C.
MAGIC CIRCLE
OF 50 MILES
THE PRESTIGE STATION OF THE CAROLINAS
5000 WATTS DAY AND NIGHT

Prove it FIRST:-
EXCLUSIVE
TEST MARKET
URBAN-RURAL
99% NATIVE BORN WHITE
No other Primary Signal is received in our area.
WSLB
OGDENSBURG, N. Y.
(MUTUAL)
The Walker Co., Representatives
PROVE IT FIRST VIA WSLB
AN IDEAL TEST MARKET

HORACE N. STOVIN
AND COMPANY
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOE WEED & CO.
350 Madison Avenue, New York
Representatives

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
JOHN BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Wheeler Hints at U. S. Control

(Continued from page 16)

Porter, tend to divide Government regulatory authority "and thus create confusion". The relationship of a regulatory agency to a private monopoly "should be one of arm's length and the limited participation of Government directors in the affairs of the company would destroy that relationship," he said. Further the public might "tend to be misled in the purchase of securities of the new carrier because of this limited Government participation on its board of directors."

When the hearings opened Monday, Secretary Forrestal, the first witness, advocated merger of all international communications facilities as "essential to the protection of the national interest". He said the consolidation must be mandatory. It must be total, embracing all commercial international communications services by cable and radio, "including radiotelegraph and radiotelephone".

He suggested a new privately-owned corporate body be established on a national basis, "representing the national interest in international communication negotiations", this group to have no Government participation "but with full Government support and guidance". He would exclude any alien or alien interest from participating in ownership or management.

Safeguard Labor

The new corporation should not hold any domestic communication facilities, said Secretary Forrestal; neither should it manufacture equipment, "except to the extent that it may manufacture equipment incidentally in support of its own operations". It shouldn't participate in business or activity in any foreign country, other than that immediately incidental to its operation of the foreign end of any circuit.

Provision must be made, he continued, to safeguard the interests of labor, by protecting the rights of all employes affected by any reorganization incident to the consolidation.

"The time for action is now," he said, "that we may be assured of a firm legislative foundation for a united communications policy in those international negotiations which must attend and follow the end of the war."

Adm. Redman, who followed the Secretary, detailed the Navy's plan for consolidation of international communications. He denied that the plan would put the Government in the communications business, but emphasized it provided for "Government guidance" although the "total, consistent emphasis is upon private ownership, private management, and absence of any Governmental participation in its daily operations."

Adm. Redman suggested a board of directors of 20, of whom five would be the Secretaries of War, State, Navy and Commerce and the Postmaster General. The corporation would be "privately capitalized by stock subscriptions".

Completes Statement

Returning to the stand Tuesday he completed a 34-page prepared statement, introduced charts showing the radio spectrum and the portion involving international communications. Sen. Wheeler vigorously opposed including press services in the merger, declaring: "I can't see how any of the arguments you advance would apply to radio press service. That would mean censorship. I think that would be one of the worst possible things that could happen to this country. If I were running a newspaper I certainly wouldn't want somebody at the State Department to tell me I couldn't send it."

Adm. Redman contended that the monopoly would bring more efficiency to international communications. Sen. Wheeler retorted: "The larger the monopolies get, the more inefficient they get. It's the same way with Government. God knows you've got more inefficiency in Government than ever before." Sen. Wheeler asserted he couldn't find any radio people involved in the proposed merger who agree with it.

Sen. Capehart commented: "My impression is that your Government control is almost equivalent to Government ownership. Don't you feel that the private interests are going along with the wishes of Government?" Adm. Redman said he didn't think so.

Stock Characters Aiding Intolerance, Says Report

WRITERS WAR BOARD, New York, in a pamphlet "How Writers Perpetuate Stereotypes," summarizes the findings of a study of the treatment accorded white, Protestant Anglo-Saxons in mass media, as against the treatment accorded all other elements of the population. Radio, one of eight fields covered in the summary, ranges in its handling of colored and other racial and religious groups "from innocuous to sympathetic, despite some invidious stereotypes".

Columbia U. Bureau of Applied Social Research was commissioned to conduct the survey. Findings which may be published in full were presented last January to a group of broadcasters, advertisers and others. They show that constant repetition of racial stereotypes was "exaggerating and perpetuating the false and mischievous notion that ours is a white, Protesant Anglo-Saxon country in which all other racial stocks and religious faiths are of lesser dignity."

VICARIOUS fishing and an actual suntan were the main accomplishments of a fishing trip at Clearwater, Fla. taken by station managers (l to r): Harold Burke, WBAL Baltimore; Leonard Kapner, WCAE Pittsburgh and general manager of Hearst Radio Inc.; and Ralph Weil, WOV New York. Their connection with this piscatorial display is not clear.

Helfer, Slater Signed

GILLETTE Safety Razor Corp., Boston, which will sponsor broadcasts of home games of the Yankees and Giants on WINS New York, has signed as its announcers Al Helfer, who broadcast the Brooklyn Dodgers games in 1939 and 1940, and Bill Slater, co-announcer last year with Don Dunphy on the Yankee and Giants home games. Helfer has been retired from the Navy with the rank of lieutenant commander and Slater was retired from active Army duty as a lieutenant colonel. First broadcast will be March 29 from Atlantic City, at the Yankee-Boston Red Sox exhibition game, with the season officially opening April 16. Broadcasts are placed through Maxon Inc., New York, Gillette agency.

V-E Day Telecast

ON V-E DAY, activities in the WJZ-Blue network newsroom in New York will be filmed by RKO and pictures of the newscasters at work will be shown to the New York television audience through DuMont station WABD, it was announced this week by Paul B. Mowrey, manager of Blue's television division. A special fast processing method will be used, Mowrey said, so that owners of television sets will see films of newsroom activity within two or three hours of the time of its actual occurence.

Today's
BEST BUYS
A full page of them in the April 2 issue of BROADCASTING on stations
REPRESENTED BY RAMBEAU

CBS Negotiating For Sale of WBT

North Carolina Group Among First to Approach Network

NEGOTIATIONS for acquisition of WBT by a group of North Carolinians got under way in New York last week where A. D. (Jess) Willard, WBT general manager, conferred with CBS officials. The conversations followed formal notification given the FCC last week that it would sell the 50,000 w outlet as soon as an acceptable buyer is presented, complying with the FCC regulations, which would bar network ownership of stations in other than key program originating points [BROADCASTING, March 19]. Mr. Willard was in New York Tuesday and Wednesday.

Other Offers

Presumably WBT will be sold to the highest qualified bidder. In addition to the North Carolina group, it is understood conversations have been initiated by other interests, but their identities have not been divulged. No mention of price was made by CBS. Mr. Willard, a veteran CBS employe and former manager of WJSV (now WTOP) Washington, had been approached some time ago by local citizens with a view toward purchase of the station. The transaction, however, did not crystallize.

Last year a plan whereby WBT would have been sold by CBS for approximately one-half million dollars, plus other considerations, to KFAB Broadcasting Co., Lincoln, with CBS in turn acquiring a 45% interest in the KFAB company, was dropped because of FCC opposition. The Commission previously had granted technical aspects of this plan whereby KFAB moved from its 780 kc channel to 1110 kc, on which WBT operates, thereby making 780 kc a clear wave for WBBM Chicago, with which KFAB previously had synchronized. Under this proposal, CBS would have become a 45% partner in WBT as well as in KFAB. The KFAB company would have operated both stations.

NEWS

MARCH 19
Marks Renewal of
NEWS ON THE HOUR
EVERY HOUR
on our first anniversary
on
Radio-Row-Hollywood

KMPC
LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

News

JOHN BRYSON, Blue correspondent with the U. S. Third Army, will be heard on report from abroad Monday 4:30-4:45 p.m. beginning April 2 and alternating each week with **CLETE ROBERTS** who will be heard from Rome beginning this Monday. On successive days of week report will feature **JANET FLANNER** from Paris; **GORDON FRASER**, U. S. First Army; **HERBERT M. CLARK**, Paris, and **DONALD COE**, London.

ARTHUR GAETH, Mutual news analyst originating from KLO Ogden, Utah, is on a broadcasting tour to the East Coast and will make public appearances in the cities from which he broadcasts.

H. V. KALTENBORN is the author of "Europe Now", released last week by Didier Pub. Co., New York ($2.50) NBC commentator describes pre-war Europe, contrasting it with material gathered during recent visits to the front lines.

HARRY COCHRAN is new local news editor of WSTV Steubenville, O.

VICTOR BEST, formerly of WERC Erie, Pa., is now news editor at KGGM Albuquerque, N. M.

Poultry Spots

PRIEBE & SONS, Chicago (poultry, eggs), has extended its advertising campaign by adding a twice-weekly news program on WHO Des Moines; thrice-weekly ten-minute show *Harmony Trail*, on KGGF Coffeyville, Kan., and a series of spot announcements on WNAX Yankton. Contracts are for 52 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

JEAN WRIGHT, Blue Hollywood senior news writer, has been appointed news features editor and currently handles cut-ins from Pacific war theatre as well as other Asiatic points.

JOHN RANDALL, former writer for "Fitch Bandwagon" and freelance Chicago announcer, has joined KMOX St. Louis as newscaster and writer.

JIM VINSON, released from the Army Signal Corps, is now on the news staff of WBAP-KGKO Fort Worth, Tex. He was formerly a reporter for INS in New Orleans and for several Texas newspapers.

H. N. COWAN and **E. B. BRACE** have joined the newsroom staff of CBL Toronto.

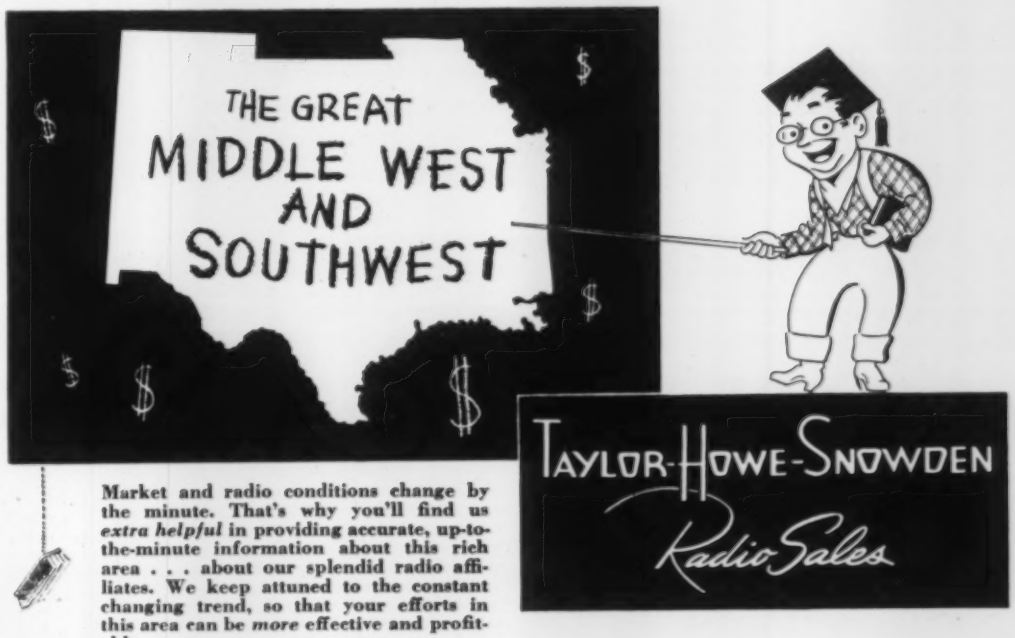
EVELYN VAN BERKUM has joined the news staff of the CBC international service at Montreal.

WELCOME HOME is extended to Jack Stapp (l), program director of WSM Nashville who has been a year in London as director of special events for the OWI Overseas Branch, by WSM General Manager Harry Stone. Mr. Stapp flew from New York to Nashville for a short visit with his family while awaiting reassignment abroad.

Estey to McCord

F. CLIFFORD ESTEY, former vice-president of Burton Browne Adv., Chicago, has joined McCord Co., Minneapolis, as general manager in charge of Chicago activities.

Wanta know the real dope about this country



Market and radio conditions change by the minute. That's why you'll find us *extra helpful* in providing accurate, up-to-the-minute information about this rich area . . . about our splendid radio affiliates. We keep attuned to the constant changing trend, so that your efforts in this area can be *more* effective and profitable.

Affiliates

OKLAHOMA STATIONS AND OKLAHOMA NETWORK
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore

LOUISIANA STATION
KRMD—Shreveport

TEXAS STATIONS
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio

LONE STAR CHAIN
KFYO—Lubbock, Texas
KGKO—Ft. Worth, Dallas, Texas
KGNC—Amarillo, Texas
KRGV—Weslaco, Texas
KTSA—San Antonio, Texas
KXYZ—Houston, Texas

Sales Offices

General Offices: Amarillo, Texas, Radio Building; Telephone: 4242; General Manager: Alex Keese.

New York 18: 19 West Forty-Fourth Street: Telephone: Murray Hill 2-2485; Manager: Jack Keasler.

Chicago 1: 360 North Michigan Avenue; Telephone: State 5260; Manager: Tom Peterson

Dallas 1: 805 Tower Petroleum Building; Telephone: Riverside 5663; Manager: Clyde Melville.

Hollywood: 6362 Hollywood Blvd.; Telephone: Granite 6113.

San Francisco: 681 Market Street; Telephone: Garfield 5512.

Seattle: 2101 Smith Tower; Telephone Elliott 7417.

Portland: Studio Building; Telephone: Beacon 4107.

SPOTS IN THE MORNING?
SPOTS IN THE EVENING?
ASK A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

BOSTON COUNCIL SET FOR APRIL 9

RADIO COUNCIL of Greater Boston's second annual spring conference will be held Monday April 9, at the Charles Hayden Memorial, Boston U.

Robert St. John, NBC war correspondent and commentator; John O. Rennie, radio section head of the British Information Service and recently returned from overseas where he monitored German shortwave broadcasts; Judith Waller, educational director of the midwestern division of NBC; Paul Hollister, CBS vice-president; Captain Frank of the Armed Forces Radio Service; Paul White CBS vice-president and director of news; William F. Brooks, NBC director of news and special events will be among the speakers.

Open to all interested in radio, sessions will start at 2:30 p.m. with dinner at 6:30. Reservations may be made through Mrs. Charles W. Taylor, 181 Bay State Road, Boston, Mass

Agency's Luncheons

MARION HARPER Jr., research director of McCann-Erickson, reported on some of the results of radio research at a series of luncheon meetings given by the agency at the Stork Club, New York, for executives of the four nationwide networks. Lloyd O. Coulter, vice-president in charge of radio, and Edward D. Madden, vice-president in charge of new business, spoke briefly at the meetings. Full details of the research, including the results of extensive use of the Lazasfeld-Stanton program analyzer, to which McCann-Erickson has exclusive rights are expected to be published in the near future.

FIRST LEG of his journey to the Philippines was over when this picture of Carl E. George, assistant manager of WGAR Cleveland was taken in San Francisco. Mr. George will serve as special correspondent for WGAR to get interviews and stories of Cleveland and Northern Ohio servicemen. He is WGAR's second war correspondent, Program Director Dave Baylor having been sent to the ETO last summer. Decorative background smile compliments of United Air Lines.

Mueller to Pacific

MERRILL MUELLER, NBC foreign correspondent who has covered every front of the European war except the Russian, is on his way to the Philippines to act as field director of Pacific Operations for NBC, William F. Brooks, director of news and special events, announced last week. He will relieve George Thomas Folster, who has covered the war in the South Pacific almost since Pearl Harbor and is returning to the United States for rest and reassignment. Mr. Mueller came home two months ago from SHAEF in Paris.

Code Revisions Drafted

NAB Code Committee, with all members present except Edgar Bill, WMBD Peoria, met Wednesday and Thursday in New York in executive session to review the code provisions with a view of preparing recommendations to be submitted to the NAB board, whose liaison committee also attended the two-day meeting, at the board's next meeting in May in Omaha. Code Committee accepted the resignation of Felix Hinkle, who is severing his connection with WHBC Canton, where he has been general manager.

WJZ Moves

WJZ, the Blue's New York outlet, last Thursday moved from the 2nd floor of the RCA building to new and larger quarters on the 14th floor. The space vacated on the second floor has been retained by the Blue for several departments, to be moved sometime next month. In addition to space on the mezzanine, acquired a month ago, the Blue has space on the 2nd, 3rd, 14th and 30th floors and recently moved four departments to new quarters in the Aeolian Bldg.

Conti Expands

CONTI PRODUCTS Corp., New York, which has planned to expand *Treasure Hour of Song* on MBS to a larger network as soon as merchandising conditions, and advertising budget would allow, on April 5 will add 81 MBS stations, making a total of 113 stations Sun., 9.30-10 p.m. Agency is Bermingham, Castelman and Pierce, New York.

Hooker Glass News

HOOKER GLASS & PAINT Co., Chicago, began sponsorship March 12 of a participating show *Marshall Dane* on WOC Davenport and contracted spot announcements on WKZO Kalamazoo and WJEF Grand Rapids for 13 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

Hartz Sponsors

HARTZ MOUNTAIN PRODUCTS, New York City, will start sponsorship March 25 of the *Canary Pet Show*, quarter-hour transcribed program for seven weeks through George H. Hartman Co., Chicago, on WOR WJW KRNT WDGY KFEL and Don Lee Network.

Block Drug Places

BLOCK DRUG Co., Jersey City, which has made only limited use of radio for Polident, on April 1 starts a campaign on WIBW WWL WBAL KSTP KTHS WOAI, using thrice-weekly news and musical programs. Agency is Cecil & Presbrey, New York.

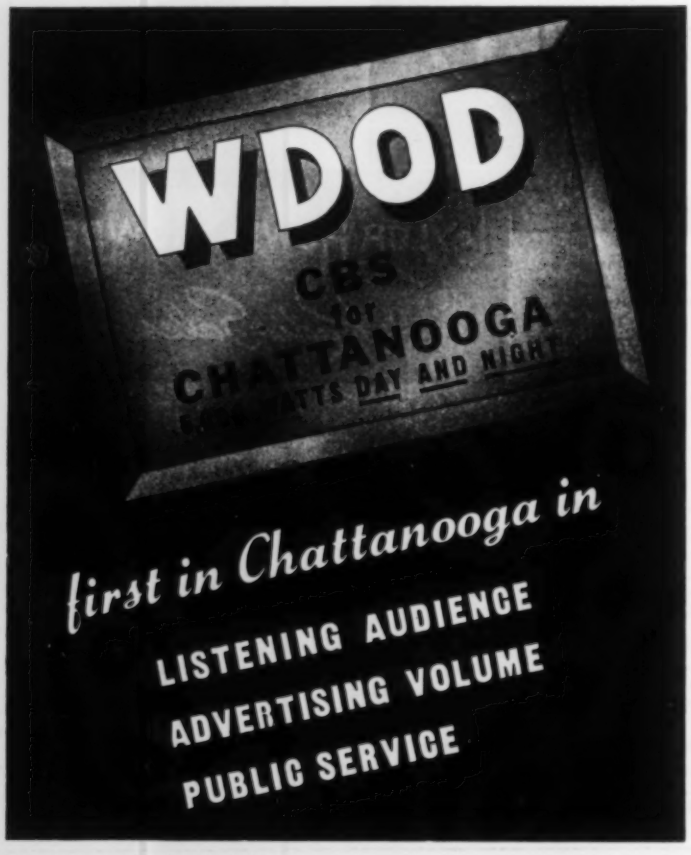
WIBX Transfer Asked

TRANSFER of control of WIBX Utica, N. Y. from Scott Howe Bowen, deceased, to his estate with Margaret P. Bowen as executrix, is sought in an application filed with the FCC last week. Transfer involves 51% interest.

WJLD to MBS

WJLD Bessemer, Ala., on April 22 becomes a fulltime Mutual affiliate, making a total of 255 MBS stations. George Johnston Jr. owns and operates the station with 250 w. on 1400 kc.

WILLIAM P. LAWS has resigned from the staff of RCA tube and equipment department, where he has handled distributor contacts since 1942, to become sales manager of Thurow Radio Distributors, Tampa, Fla.



Other Fellow's Viewpoint

EDITOR BROADCASTING:

In relation to the *St. Louis Post-Dispatch* campaign against middle commercials in news broadcasts, you have so far not published any comments by that forgotten man, the advertiser.

You said, editorially, in your March 5 issue, "Let's not go overboard." This is timely advice to broadcasters, I think. I can recall the days when newspapers were riding high, and when many of us who dealt with them felt that their publishers too often lived in a vacuum. In the Great Depression, for example, when advertisers were pointing out that everything was being deflated except newspaper advertising rate structures, many publishers were inclined to ignore the advertisers' problems, and to reply in a high moral tone that, in effect, the newspapers were trustees and bulwarks of the American way, etc., etc., and, by implication, should not be expected to concern themselves with anything so mundane as money.

Broadcasters Also Guilty?

Is a similar attitude beginning to infect broadcasters, now that they are drenched in prosperity? If so, they might well reflect that the days of these carefree 20c advertising dollars will not last forever. Moreover, the time will come again when newspaper advertising space will no longer be tightly rationed, and advertisers will again have a full and free choice of media to consider on their respective merits.

I might add here that newspapers had a hard fight to regain the business lost during the depression due in part to their unsympathetic attitude toward advertisers, and in fighting to re-establish their position they found it necessary for a number of years to go to the other extreme and to deliver sizable circulation bonuses to attract business (the foregoing relates to local advertising rates).

At this point, one pauses to wonder why only news broadcasts are involved in the present dither. Is not an objectionable commercial objectionable no matter with what type of program it is broadcast? Does not the same thing apply to an objectionable sponsor? And where is any proof based on objective fact, that a middle commercial in a news broadcast is objectionable to the public even tho it does not disrupt continuity in an annoying way, or is not improperly juxtaposed to important news? Mr. Paul White, at least, thinks that there is no such public objection, as he outlined, in a letter which the *Post-Dispatch* published Jan. 27.

We also have heard nothing from WWJ nor from KSD about a reduction in rates (a 40% reduction would be about right) to compensate the advertiser for his lost middle commercial. Perhaps we should not bring this up until radio's easy money days are past. Still, all of us know, even if we sometimes forget it, that advertisers pay the freight only so long as it pays them to pay it.

J. BRENT WELLS
Publicity Director
Melville Shoe Corp.

WPVA HOPES TO GO ON AIR APRIL 1

AUTHORITY from the WPB to install equipment and adapt the building purchased at 112 Tabb Street has been granted the South-

Mr. Peterson

Mr. Weiland

side Virginia Broadcasting Corp. which will operate WPVA Petersburg.

The station is expected to go on the air April 1 if the FCC gives its approval, according to Jonas Weiland, who is interested in the new station and owner of WFTC Kinston, N. C. Louis H. Peterson, owner of the Bowman Outdoor Advertising Co., Petersburg, is the president and manager of the new company. Station personnel is being lined up.

Mr. Weiland is from New York City and opened WFTC February 28, 1937. He lives in Kinston. Mr. Peterson was formerly with the D'Arcy Adv. Co. in St. Louis.

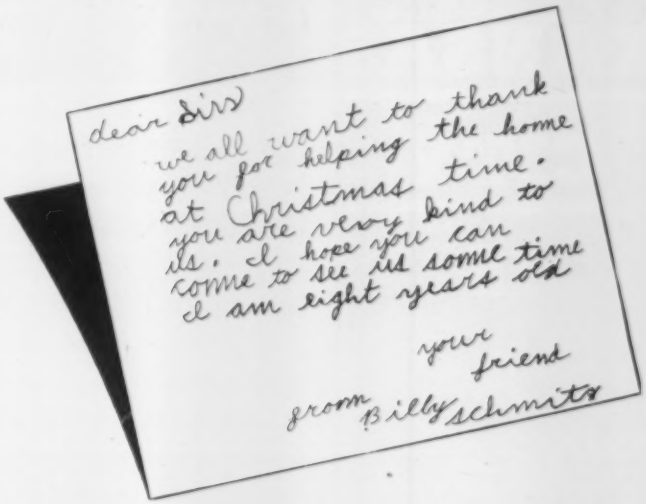
R. H. Alber Adv. Co., of Los Angeles, has bought time from 6 to 7 a.m. Sundays for Gospel Broadcasting Co. Local newspaper advertising has announced a contest to select a name for the new station.

DOROTHY THOMPSON arrived in England and gave her first broadcast on Mutual for Trimount Clothing Co. from London last Sunday, 9:45-10 p.m. In a closed circuit broadcast to Trimount salesmen before leaving she said she planned to go from London to Paris and hoped to broadcast from Berlin before her return. Agency is Emil Mogul Co., New York.

IOWA PREFERS WHO

Ask Free & Peters for the Proof!

50,000 WATTS • DES MOINES


dear Sirs
we all want to thank you for helping the home at Christmas time. you are very kind to us. I hope you can come to see us some time I am eight years old
your friend
from Billy schmitz

Statistics are nice, we think, and serve a very useful purpose. And the decimal point, we believe, is certainly here to stay. But let's lay the slide rule gently aside for a moment . . . to measure something which mathematics cannot.

The above note is from one of CKLW's young friends, in thanks for the entertainment given last Christmas by our staff for the Protestant Children's Home. Young Billy Schmitz's thank-you is one of countless such expressions CKLW receives regularly. We treasure all of them, as ample reward for the many public services this radio station gladly performs as a daily routine.

CKLW thinks not only of building shows and selling radio time . . . but knows that there are **other** important qualities a station must possess to make its wave-length attractive to a majority of the 2,250,000 radio homes in this area.

THAT'S WHY, if we were an advertiser or an agent looking for a radio station to sell a product, or influence good will, we'd give plenty of thought to **these** qualities which have made CKLW outstandingly successful.

Union Guardian Bldg., Detroit 26
J. E. CAMPEAU, Managing Director

Adam J. Young, Jr., Inc.
National Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Peabody Public Service Award Given WTAG, duPont Winner

Adaptation of Radio to Requirements of Armed Forces Brings Citation to Col. Kirby

WINNER of the duPont award [BROADCASTING, March 12], WTAG Worcester has also won the George Foster Peabody Radio Award for public service by a regional station of more than 1000 w on the merits of its community educational program on the United Nations, *Worcester and the World*, it was announced Tuesday. Medals will be presented to the station and other 1944 winners April 10 at a dinner in New York.

Directed by Dave Harris, *Worcester and the World* featured one particular Allied nation each week. Outstanding speakers were invited to represent the featured country, shop windows were devoted to displays on it and open forums were used to foster citywide interest and knowledge.

Other winners were:

Col. Edward M. Kirby
Raymond Swing
WLW Cincinnati
"Cavalcade of America" and Fred Allen (Double Award)
The "Telephone Hour"
"Human Adventure"
"Philharmonic Young Artists Series"
WNYC New York and Mayor La-Guardia; WIBX Utica (Double Award)
KOIN Portland, KVOO Tulsa, WFBL Syracuse, KMOX St. Louis (Special Citations)

Col. Kirby, chief of the War Dept. Radio Branch, was voted a special award "for his brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale." Col. Kirby, former NAB publicity head, went to the War Dept. in 1940 as civilian advisor to the Secretary of War on radio matters. In March 1941 he was named chief of the Radio Branch, still as a civilian and in May 1942 was commissioned a lieutenant colonel. The following year he was moved up to full colonelcy.

On temporary assignment to SHAEF London, Col. Kirby arranged for radio coverage of the Normandy invasion and helped set up the Armed Forces Network for broadcasts to troops in that theatre. The *Army Hour*, repeated winner of radio awards for the best government program on the air, was originated by Col. Kirby and is still under his supervision.

Raymond Swing, Blue newscaster, will receive the outstanding news commentary award for his "fearless and courageous" handling of the news. He was described as the "national favorite" newscaster.

WLW Cincinnati was awarded for outstanding news coverage by a station. The committee commended its thoroughness in day-to-day news presentation and its "determination" to do a complete and adequate job for the community.

Cavalcade of America, NBC, and Fred Allen, formerly on CBS, will be the recipients of a double award for outstanding entertainment in the field of drama—the former because of its "wide variety offered, with the best actors and its outstanding entertainment" after several years of broadcasting and the latter "for comedy unexcelled over a period of 12 years". *Cavalcade* is sponsored by the E. I. duPont de Nemours Co. Fred Allen was sponsored by the Texas Co.

Excellent Standard

The *Telephone Hour*, NBC, was voted to be outstanding entertainment in music because it "sets an excellent standard . . . with the greatest living artists." Special appreciation was expressed for the five broadcasts by Fritz Kreisler who made his first radio appearance on the program.

Human Adventure, Mutual, was declared the outstanding educational program during 1944. The four chief branches of man's learning—biological, social, physical sciences and the humanities—were dramatized in an "interesting and understandable" manner the committee declared. The series was con-

Arrival

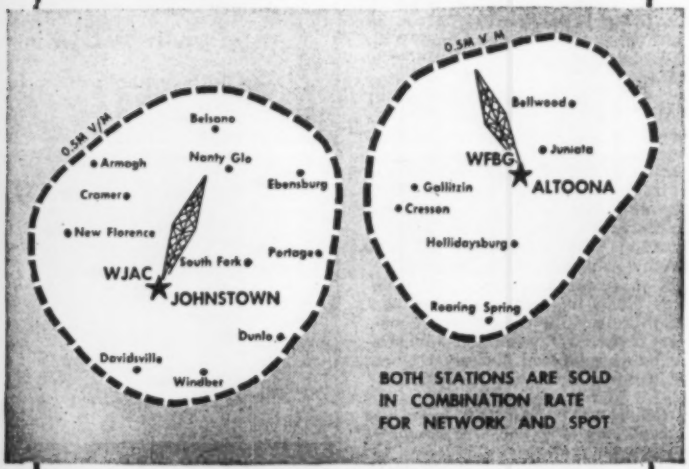
BRIG. GEN. L. A. Diller, Public Relations Officer for Gen. MacArthur, and Lieut. Col. A. A. Schechter, Chief of Radio for the Southwest Pacific area and formerly news director for NBC, arrived last Thursday in Washington for conferences at the War Department. Gen. Diller and Col. Schechter flew in from Manila. This is the first visit for both since the invasion of the Philippines. The Radio Ship "Apache" which broadcast directly from the invasion fronts was operated by the SWPA Public Relations Office.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1326 MEXICO D. F.

ducted under the auspices of the U. of Chicago.

Philharmonic Young Artists Series, KFI Los Angeles, was considered the outstanding program for youth. The series presents talented young artists each week and seasonal winners, chosen by a group of outstanding musicians, appear with the Philharmonic Orchestra in a broadcast at the conclusion of the series.

WNYC, New York City municipally owned station, and Mayor Fiorello LaGuardia were named in a double award for public service by a local station of 1000 w or less. They shared honors with WIBX Utica for its program *Cross Rhoads*, a dramatization of the actual battle experiences of returned veterans, originating from the Rhoads General Hospital. Directed by Michael Carlo, WIBX production manager, all personalities appearing on the program, including the announcer, are patients at the hospital. WNYC and Mayor LaGuardia were cited for a "fearless approach to civic problems".

Four special citations were awarded to the following stations for their outstanding local programs:

KOIN Portland for *Song of Columbia* which describes the war activities and postwar possibilities in the Northwest.

KVOO Tulsa for *Southwest Forum* which the committee termed frank and forthright in unhesitatingly tackling the most controversial issues of the Oklahoma, Arkansas and Missouri area. Local authorities do the debating on the program.

WFBL Syracuse for *Syracuse on Trial*. Sponsored by the Syracuse-Onondaga Postwar Planning Council, the series uses a courtroom format to inform the public of local problems and to deal with regional issues.

KMOX St. Louis for *St. Louis Speaks*, a group discussion with audience participation.

HERMAN FINKELSTEIN, ASCAP attorney, will accompany John G. Paine, general manager, on his trip to England to discuss Mutual problems with the British Performing Rights Society [BROADCASTING, March 19]. They will probably leave in mid-April.

HARVEST HOARD as painted by Jack Gibney, announcer, is presented to his boss William Kephart, NBC central division announcing head, who is an impatient gardner and can hardly wait to start digging in the garden again.

Publishing Co. Study

PRELIMINARY steps of a study being made by Crowell-Collier Publishing Co. of the relative merits of radio and magazines as advertising media and the most effective use of each by advertisers, separately or together, were outlined by E. P. Seymour, advertising manager, *Woman's Home Companion*, and George Keibler, Boston representative of the magazine, at a closed dinner meeting of the Media Men's Assn. of New York last Wednesday. Results will be available when the study is completed, Mr. Seymour said, emphasizing the fact that it is not an attack on radio but an attempt to determine best use of both media.

ALLIED ARTS

TAYLOR - HOWE - SNOWDEN, Chicago, radio representatives, has moved to larger quarters at 360 N. Michigan Ave. **UNITED BROADCASTING Co.**, Chicago, has moved its recording studios and offices to 64 E. Lake St. Telephone is Franklin 6001.

JAMES S. KEENAN, former account executive with WIBC Indianapolis and WBBM Chicago, is now a salesman with the Chicago office of Joseph Hershey McGillevra Inc.

D. D. SPENCE, for 20 years associated with Firestone Tire & Rubber Co., Akron and Los Angeles, has been appointed public relations manager of Hoffman Radio Corp., Los Angeles (radio set manufacturers), and currently is assigned to edit new edition of employes' handbook.

STROMBERG CARLSON Co. has appointed Electrical Distributors of Honolulu as Island representative of the company's "after-victory" FM and television receivers.

LEAR INC., radio manufacturer, have purchased a seven-story building in Grand Rapids, Mich., for the postwar home radio production department. To handle present increased production schedules and other postwar radio plans, Lear has leased over half of the Manufacturers Bldg.

BENDIX AVIATION Corp. (radio sales division) has appointed Lehr Distributors to handle Bendix AM and FM radios and phonograph combinations in greater New York.

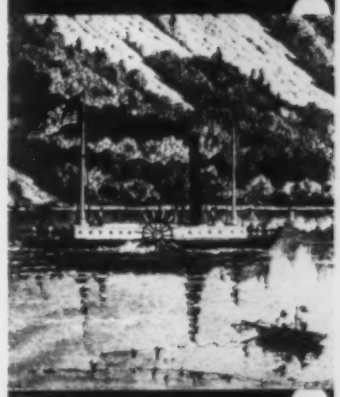
IRVING D. ROBBINS and **PHILIP W. BARBER** of the Institute of Public Relations, New York, will open their public relations firm April 2 at 270 Madison Ave., New York, under name of Robbins & Barber. Telephone will be Lexington 2-1080.

NATIONAL SPOT BUSINESS
from soup to nuts

During 1944 a regular "Who's who" of national accounts—every product field in the book—selected KQV for their Pittsburgh coverage.

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

SOMEONE IS ALWAYS First



FULTON'S "Clermont" was a sensation on on its first trip

WHBQ

was first (and only) radio station to establish regular hourly newscasts. Minimum 15 daily 1941—NOW 24 DAILY

South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by RAMBEAU

"Facts About Rome"

NOW OFF THE PRESS

If you failed to receive your copy write Happy Quarles

MUTUAL WRGA

ROME GEORGIA

Radar Experiments Are Traced To 1924 by British Physicist

'Wireless World' Article Tells of Pioneering by Scientists of Both America and Great Britain

IN A FOLLOW-UP article on Radio-location (Radar), the British publication, *Wireless World*, March issue, traces the development of the art in an apparent effort to record historic steps which marked its origin.

Early Experiments

Wireless World first broke the story of Radiolocation in February [BROADCASTING, Feb. 19]. It then published, under the authorship of Dr. R. L. Smith-Rose, a graphic account describing the application of radio location and detecting devices in the present war, noting in published drawings the relationship of television, through use of the cathode ray tube, to the science. Dr. Smith-Rose is superintendent of the Radio Dept. of England's National Physical Laboratory and can be assumed to speak with the approval, and indeed express the policy of the British government.

In his current review, Dr. Smith-Rose notes an early experiment in the use of radio waves for exploring the ionosphere. This experiment, he writes, was conducted in England by Sir Edward Appleton and M. A. F. Barnett during 1924 and 1925.

The experiment, conducted in cooperation with the BBC, Dr. Smith-Rose reports, "was the first example of the use of frequency-modulated radio waves for determining the existence and location of a reflecting layer which had hitherto remained undetected by any direct experiment."

It was after these measurements were made, the British author continues, that G. Breit and M. A. Tuve in the United States conducted similar explorations which served to confirm British findings.

Figuring prominently in pioneer steps which led to perfection of radio location were these British scientists, Dr. Smith-Rose relates: R. A. Watson Watt and J. F. Herd. They, he records, employed an oscillator in reflector tests which "gave a linear time base for cathode-ray oscillographic delineation of wave form."

American Contribution

Dr. Smith-Rose ascribes to J. O. Bentley, an American, earliest work in applying the principles of wave-reflection for measuring plane altitudes. The system developed by Mr. Bentley, he points out, later was improved upon by the Bell Telephone Labs.

Sub-headed, "The True Origin of Radar", one section of the *Wireless World* article notes, "It is interesting and important to record that in December, 1931, the British Post Office observed the effect of reflection from an aircraft in the course of some radio communication tests being conducted on a wavelength of five metres over a path 12 miles long". Experience of these British scientists, Dr. Smith-Rose writes, was confirmed subsequently by Bell Telephone Labs. in the United States.

"It now remained," Rr. Smith-Rose observes, "to be seen whether this principle could be applied to the development of a technique for the detection and location of aircraft at ranges and under conditions of practical utility as an aid to navigation in peacetime and as a defensive weapon in war. This important, and by no means easy, step was accomplished by a small group of British scientists working under the direction of Mr. (now Sir Robert) Watson Watt, who was at the time superintendent of the Radio Dept. of the National Physical Laboratory." (The job now held by Dr. Smith-Rose.)

First Image

Explaining that several British scientists established, on the East Coast of England, an "ionospheric" exploring station, Dr. Rose-Smith writes: "Thus it was that in the early days of 1935-36, the technique of radiolocation of artificial objects was born in this country." (England.)

He continues, ". . . the members of that small band of scientists and technical assistants will well remember the thrill of seeing for the first time a clear image on the cathode-ray tube due to an aircraft which was so far away as to be invisible to the naked eye."

Primary Purpose

Commenting editorially on the Smith-Rose article, *Wireless World's* editors say: "An article published elsewhere in this issue will, it is hoped, serve something more than its primary purpose of giving a simple account of the historical development of radiolocation. It should serve to emphasize the futility—or worse—of indulging in undignified wrangling over national priority in matters of scientific development and invention."

Having stated this premise, the editors conclude in their commentary: "As Dr. Smith-Rose points out in his article in this issue, practical radiolocation came into being as a result of a carefully planned programme of research devised by the Radio Research Board (England) rather than as the invention of any one or more individuals."

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS WSPA SPARTANBURG, SOUTH CAROLINA Home of Camp Croft

5000 watts Day, 1000 watts Night

950 kilocycles, Rep. by Hollingbery

St. Louis

HOTEL MAYFAIR

DOWNTOWN ST. LOUIS AT YOUR DOORSTEP

COPIES

BY DIRECT CUTTING OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE *—packaged and shipped from Chicago.*

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

Inventors Claim

(*Continued from page 13*)

signal. The amplitude leveler is thus employed "to provide a signal of varying frequency indication but of substantially constant amplitude". Conventional manual gain control circuits, automatic gain control circuits and other existing components are combined to effect the leveling process.

The inventors assert that when frequency-modulated radio-frequency carriers are employed the frequency band needed for the amplitude leveled frequency characteristic signal is "greatly narrowed" by their invention, as no passages of extremely high dynamic level are transmitted. "It will correspondingly be apparent that as to passages of extremely low-dynamic level are transmitted there is no need to provide a high deviation ratio to keep the transmitted intelligence above the noise level at all times.

"Both of these advantageous features of the present invention contribute to the narrowing of the band width necessary for FM transmission. It will also be appreciated that in such transmission the amplitude control signal may be carried by the same FM channel, as a frequency variation of a supersonic audio-frequency, or as a variation of audio frequency in a narrow band eliminated from the signal to be controlled by it."

Improve Dynamic Range

Messrs. Allen and Meisinger claim that their invention may be applied to improve the dynamic range of the reproduction of recordings, transcriptions, wire line transmissions, radio transmissions and the like, irrespective of the type of modulation employed. They declare their invention will also permit the operator of a radio receiver to control the range of the reproduction from the transmitted signal to obtain "either a restful program of reduced dynamic range or a colorful, attention-compelling rendition."

In addition, say the inventors, "it will be appreciated that in phonograph and transcription recordings where two separate records are made of the frequency reflecting and the amplitude varying modulations, the physical support and driving of the double tone arm may be effected by the amplitude varying groove, leaving the frequency pickup free to 'float' in its groove for better response to the recorded modulation and to mimimize wear therein.

"Again, when the amplitude control modulation is recorded as a variation in frequency, or otherwise in a manner separable from the amplitude variations due to needle scratch and the like it will be apparent that by careful selection of the amplitude control frequency range . . . the amplitude control may be rendered substantially free from effect by needle scratch or the like. Thus these provisions separately and in combination contribute to prolongation of record life by such application of the present invention."

Mr. Allen

Sgt. Meissinger

79% Sign for BMB At Atlanta Meeting

BROADCAST Measurement Bureau accepted subscriptions from 24 broadcasters at the NAB district meeting in Atlanta, signing 79% of those present and bringing its total to 415 stations signed.

Broadcasters attending the parley were urged to lend the new measurement plan their support by Jack Williams, operator of WAYX Waycross and member of the research committee which originally devised the plan; by John M. Outler Jr., general manager, WSB Atlanta; and by Linnea Nelson, chief timebuyer, J. Walter Thompson Co., who visited the Atlanta meeting as a representative of the AAAA, co-backers of the plan with NAB and ANA.

Stations signing with BMB in Georgia: WALB Albany; WAGA, WSB, WGST Atlanta; WRDW Augusta; WGAA Cedartown; WDAK Columbus; WBLJ Dalton; WGGA Gainesville; WBML, WNEX Macon; WRGA Rome; WRLC Toccoa; WAYX Waycross; WRLD West Point. Alabama: WJLD Bessemer; WAPI, WSGN Birmingham; WALA Mobile; WCOV Montgomery.

Following stations in the area had signed before the Atlanta meeting: WBRC Birmingham and WJHO Opelika, Ala.; WMAZ Macon and WPAX Thomasville, Ga.

KOIN

It takes an informed community to do a community job.

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

COVER THIS RICH SUBSTANTIAL MARKET WITH A SINGLE MEDIUM

KWKH

THE SHREVEPORT TIMES STATION

50,000 Watts CBS

THE BRANHAM CO.

IT'S THE PUNCH THAT COUNTS!

THESE SHOWS!

Bell-ringers like the new quizz "Name It and Take It!"; "Swing Shift", the p. m. platter show; "Club 1320", designed for jivin' Jaxons; "Sky Commuter", the show all Jacksonville wakes up to! And dozens of others, themed for listener appeal.

THESE RESULTS!

Hooper ratings on all these shows prove their merit, fan mail in piles prove their worth, increasing sponsorship proves their value! Time on WJHP is the punch that counts!

THIS STATION!

WJHP, the Journal Station, is represented by John H. Perry Associates, New York, 310 East 45th St.; Phila., 12 South 12th St.; Detroit, 7338 Woodward Ave.; Chicago, 122 South Michigan Ave.; Atlanta, 1220 Rhodes-Haverty Building.

WJHP

BLUE NETWORK STATION IN JACKSONVILLE, FLORIDA

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Radio Sells Drug Products Fastest, N.Y. Survey Shows

Newspapers Almost Out of Picture in Check Of 500 Druggists by Agency for WOR

RADIO ADVERTISING got the official nod from the men behind the drug counters when, in a recent survey, 431 out of 500 New York City druggists reported that nothing sells their merchandise faster than the air waves.

Not only did the druggists go all out in the praise of radio as an advertising medium, leaving newspapers almost out of the picture, but they named Gabriel Heatter by a vote of nearly two to one, as the "dean of the commentators" when it comes to selling drugstore products.

WOR Sponsored Survey

Conducted by the Reuben H. Donnelly Corp., the survey of druggists was sponsored by WOR New York, which carries Heatter's newscasts. Survey results showed Drug Salesman Heatter out in front with a total of 154 votes, leading his nearest competitor, Raymond Swing, by 62 votes.

The druggists gave newspaper advertising only 45 votes but had ideas about how radio advertising should be used. Spot commercials between programs drew only 93 supporters, with 79.6% in favor of sponsored radio programs of 15 minutes or longer. Seventeen druggists advised against middle commercials and also came out against commercials which are too long.

Current radio programs are satisfactory to 13 druggists, and one complained, "The only trouble with radio—the druggist has to stock a lot of stuff he never handled before." Eight of those interviewed warned advertisers to be sure of their distribution before starting a radio advertising campaign and four druggists said a higher profit margin would be necessary on radio-advertised products before they push such items.

"Make sure the product justifies your claims," druggists warned advertisers. Five claimed Kreml sells only through the efforts of Newscaster Heatter. "Customers ask for brands by the commentator's name" was one response. Another was, "when a product goes off the air, sales drop."

The survey covered a cross section of New York's 3700 druggists whose annual sales volume is above 120 million dollars. It indicated New York's druggists have been doing some serious thinking about ways and means to move products off their shelves.

Their collective conclusion: "Radio sells about 85% of the products in my store."

PROPRIETARY ADS ARE IMPROVING

"MUCH THAT was considered questionable in proprietary medicine advertising has definitely been removed and that general improvement is continuing," Dr. Frederick J. Cullen, executive vice-president of the Proprietary Assoc. of America, stated this week.

The increasing use of the review service offered by the association to manufacturers of packaged medicines and a corresponding improvement in general tone of advertising copy now being submitted was pointed out.

"There are only a few in the industry who violate the provisions of the association's advertising code," Dr. Cullen said. "Criticism against them is given such emphasis as to lead the consuming public to believe that these few manufacturers represent the entire proprietary industry. A high percentage of the advertising copy used today passes through the review service, and is medically sound; and the statements contained in such copy can be substantiated," he continued.

He declared that use of testimonials has decreased and prizes are used only occasionally as a means of selling packaged medicines.

The report states that scare head advertising in the packaged medicine field is being frowned upon with the intention of eliminating the plug-ugly in print and on the air.

Egg-Nogg Campaign

M. LOUIS PRODUCTS, New York, started its nationwide spot campaign for Egg-Nogg Shampoo this week by signing 13-week contracts with four stations, WNEW New York, KOL Seattle, KHJ Los Angeles, and KFRC San Francisco. Contracts, handled by Hirshon-Garfield, New York, call for two spot announcements weekly. More stations will be added as the company can be sure of sufficient material for the plastic containers used for Egg-Nogg Shampoo.

FROM THE BATTLE FRONT...
AN INSPIRED TITLE!
DON'T LET IT HAPPEN AGAIN!
by SGT. HENRY PRICHARD
Composer of
I DON'T WANT TO LOVE YOU • KENTUCKY
and one GI who knows what he's fighting for!
★
DON'T LET IT HAPPEN AGAIN will be the World's watchword... and soon!
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave. New York 19, N.Y.
Irving Taxz — Joe Sanfly Jimmy Cabras Eddie Janis
NEW YORK • CHICAGO • HOLLYWOOD

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

Bailey Offers Bill To Ban Royalties

Senate Measure Would Stop AFM Fees on Records

DECLARING his intention of preventing "the sort of practices referred to in the newspapers as the Petrillo practices", Sen. Josiah W. Bailey (D-N. C.) has introduced a bill (S-754) to outlaw the payment of royalties by employers to labor unions or representatives of employes. The measure has been referred to the Judiciary Committee.

Sen. Bailey's bill, if enacted, would put an end to the fee system now in force between the recording and transcription industry and the American Federation of Musicians, under which royalties are paid on all musical records to the union's "employment fund". James C. Petrillo, AFM president, has estimated that the royalties will bring in $4,000,000 annually to the union.

Tax on Consumers

Recent demand of John L. Lewis, president of the United Mine Workers, for a 10c per ton royalty on all coal produced at bituminous mines prompted Sen. Bailey to offer his measure. "John Lewis saw Petrillo getting away with it," he said, "so he asks 10 cents on every ton of coal. I want to stop it now, before it becomes a general tax on consumers."

Sen. Bailey contends that the royalties are equivalent to a tax on consumers in that any increase in production costs is almost certain to be translated into higher prices. If the practice is not checked, he declares, there will be nothing to prevent a union from demanding a percentage of a merchant's sales or of a transportation company's receipts.

In an editorial last Monday in the *Washington Post*, the Bailey measure was endorsed as "a frontal attack on a practice that is thoroughly indefensible". While declaring that more comprehensive legislation "that would not only put a stop to holdups of this type but compel every union official to render a strict public accounting of the purposes for which dues are collected" is needed, the *Post* feels that "the next best thing would be passage of legislation to prevent the spread of this potentially dangerous abuse that is just coming into use."

Berryman in The Washington Star

Lowell Mellett, writing in the *Washington Star*, thought that Sen. Bailey "is taking on a real battle, but it is not certain that he realizes what the battle is about. He does not if he thinks that what Petrillo is getting away with is something peculiar to labor." Mr. Mellett suggests that if Mr. Bailey is anxious to "attack the evil at its roots" he can obtain much valuable information from the Anti-Trust Division of the Dept. of Justice which "could show him abuses of the royal prerogative that would shock him, abuses that cost American consumers more than any royalty the miners could possibly attach to the coal we burn."

Sen. Bailey's bill provides:

That it shall be unlawful for any employer to pay or deliver, or to agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are engaged in commerce or in the production of goods for commerce.

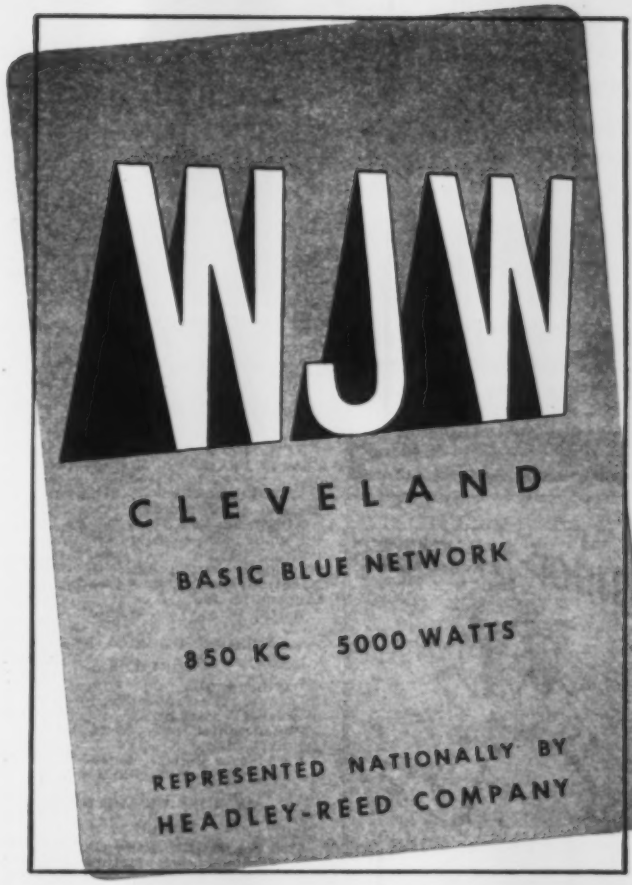
It shall be unlawful for any representative or agent of any employees who are engaged in commerce or in the production of goods for commerce to demand, receive, or accept, or to agree to receive or accept, from the employer of such employees any money or other thing of value, for the use of such representative or in trust or otherwise.

The provisions of this section shall not be applicable with respect to any money or other thing of value payable by an employer to an employee or former employee as compensation for, or by reason of, his services as an employee of such employer, and shall not be applicable with respect to any amounts deducted from the compensation of any employee and paid to a labor organization by an employer in payment of dues or other similar fees payable by such employee to such labor organization.

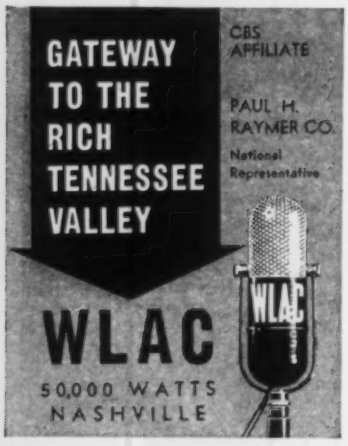
Any person who willfully violates any of the provisions of this Act shall upon conviction thereof be subject to a fine of not more than $10,000 or to imprisonment for not more than six months, or both.

The district courts of the United States and the United States courts of the Territories and possessions shall have jurisdiction, for cause shown, and subject to the provisions of section 20 (relating to notice to opposite party) of the Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes", approved October 15, 1914, as amended (U. S. C., 1940 edition, title 28, sec. 381), to restrain violations of this Act.

ANNE COURTNEY KOELKER, 45, former head receptionist of NBC central division, and wife of Lt. Anthony Koelker, Blue central division publicity director, now on leave with the Navy, died March 16.



IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Sleeker . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of WINCHARGER FARM ELECTRIC SYSTEMS WINCO DYNAMOTORS WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PR
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA



Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 17 TO MARCH 23 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

MARCH 20

1230 kc KGHI Little Rock, Ark.—Granted vol. assgn. license from A. L. Chilton and L. H. Chilton d/b KGHI Broadcasting Service to A. L. Chilton, L. Chilton and S. C. Vinsonhaler d/b KGHI Broadcasting Service.

1430 kc WHEB Portsmouth, N. H.—Designated for hearing application for CP change 750 kc to 1430 kc and 1 kw L-WSB to 1 kw D 250 w N unlimited.

1230 kc WFTC Kinston, N. C.—Denied special service authorization 590 kc 250 w D 100 w N for period ending 4-1-45.

NEW-1490 kc Loys Mardsen Hawley, Conway, S. C.—Adopted memorandum opinion ordering issuance CP pursuant to FCC action 1-16-45 authorizing conditional grant for new station.

KDNT Denton, Tex.—Denied petition for immediate consideration under FCC Policy 1-16-45 of application for CP new station, without prejudice to later determination; directed that case be retained in pending file.

WACO Waco, Tex.—Same.

ACTIONS BY ADM BROAD

MARCH 19

Raytheon Mfg. Co., Chicago—Placed in pending file application for new commercial TV station.

Philadelphia Daily News Inc., Philadelphia—Same.

Iowa State College, Ames—Same.

The Crosley Corp., Dayton, O.—Same.

ACTIONS ON MOTIONS

MARCH 17

1280 kc WGBF Evansville, Ind—On Commission's own motion postponed hearing re license renewal application set 3-19-45 to 4-10-45.

Applications . . .

MARCH 19

NEW-45.9 mc Mid-Coastal Broadcasting Co., Washington, D. C.—CP new FM station, 10,800 sq. mi., $80,000 estimated cost.

NEW-Channel 3 Scripps-Howard Radio Inc., Pittsburgh—CP new commercial TV station ESR 1230.

NEW-49.9 mc WSON Henderson, Ky.—CP new FM station, 7,660 sq. mi., $27,-530 estimated cost.

NEW-46.9 mc Scripps-Howard Radio Inc., Pittsburgh—CP new FM station, 8,400 sq. mi., $100,000 estimated cost.

NEW-44.9 mc WHOP Hopkinsville, Ky.—CP new FM station, 2,841 sq. mi., $11,-480 estimated cost.

NEW-48.9 mc Milwaukee Broadcasting Co., Milwaukee—CP new FM station amended to include names of Genevieve S. Nesbit, John Ernest Roe and W. Wade Boardman in partnership.

NEW-43.9 mc KOMO Seattle—CP new FM station, 15,326 sq. mi., $154,800 estimated cost.

MARCH 20

1230 kc WIBX Utica, N. Y.—Transfer control from Scott Howe Bowen, deceased, to Estate of Scott Howe Bowen with Margaret P. Bowen as executrix.

NEW-49.5 mc James A. Hardman, North Adams, Mass.—CP new FM station, 7,752 sq. mi., $42,800 estimated cost.

NEW-46.5 mc WPAD Paducah, Ky.—CP new FM station, 7,375 sq. mi., $24,700 estimated cost.

MARCH 21

Philco Radio & Television Corp., Area of Philadelphia—CP increase 15 w to 40 w, add A3 emission and change location for W3XPA-C-P. Also mod. CP for new experimental TV station (W3XPR) to increase 15 w to 40 w, add A3 emission and change location.

NEW-43.7 mc WRBL Columbus, Ga.—CP new FM station, 20,792 sq. mi., $68,-550 estimated cost.

NEW-47.3 mc Donald W. Reynolds, Fort Smith, Ark.—CP new FM station, 30,650 sq. mi., $110,600 estimated cost.

MARCH 22

NEW-1340 kc Alabama Broadcasting Co., Sylacauga, Ala.—License to cover CP new station (WFEB).

NEW-43.5 mc KIRO Seattle—CP new FM station, 17,440 sq. mi., $135,000 estimated cost.

NEW-1230 kc Voice of Marion, Marion, Ind.—Petition filed for consideration and grant under FCC Policy 1-16-45 of application for new station.

MARCH 23

1490 kc KGKB Tyler, Tex.—Vol. assgn. license from East Texas Broadcasting Co. to James G. Ulmer.

1490 kc WTMV East St. Louis, Ill.—Vol. assgn. license from Mississippi Valley Broadcasting Co. Inc. to Miles H. Johns, Penrose H. Johns, William F. Johns Jr. d/b Mississippi Valley Broadcasting Co.

1240 kc WJMC Rice Lake, Wis.—Vol. assgn. license from Walter C. Bridges to WJMC Inc.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LAMBERT PHARMACAL Co., New York (Listerine toothpowder), on March 31 starts Billie Burke Show on 146 CBS stations Sat. 11:30-12 noon. Agency: Lambert & Feasley, N. Y.

SEVEN-UP Co., St. Louis, on April 4 starts The Seven-Up Show on 240 MBS stations Wed. 8:30-9 p.m. Agency: J. Walter Thompson Co., Chicago.

KERR GLASS Mfg. Corp., Los Angeles (Mason jars), on May 14 starts for 18 weeks Graeme Fletcher—News on 8 NBC Pacific stations Mon.-Wed.-Fri. 7-7:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

PROCTER & GAMBLE Co., Cincinnati (White Laundry soap), Ivory Flakes, Dreft), on March 26 starts Rosemary on 75 CBS stations Mon. thru Fri. 2:15-2:30 p.m. Program continues on 82 NBC stations 11:15-11:30 a.m. through March 30. Agencies: Benton & Bowles, Compton Adv., Pedlar & Ryan, N. Y.

NATIONAL BISCUIT Co., New York (bread, crackers, Shredded Wheat), on March 5 for 52 weeks started Rex Miller news commentary on 38 Don Lee stations and KTAR Phoenix. Agency: Botsfod, Constantine & Gardner, San Francisco.

Renewal Accounts

LEVER BROS., Cambridge (Lipton's tea, Continental soup mix), on April 3 renews for 52 weeks Inner Sanctum on 122 CBS stations Tues. 9-9:30 p.m. and (Swan soap) on April 2 renews for 52 weeks Bright Horizon on 123 CBS stations Mon. thru Fri. 11:30-11:45 a.m. Agency: Young & Rubicam, N. Y. Lever Bros. (Rinso) on March 26 for 52 weeks renews Big Sister on 122 CBS stations Mon. thru Fri. 12:15-12:30 p.m. and (Spry) Aunt Jenny on 78 CBS stations Mon. thru Fri. 11:45-12 noon. Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (Diamond Crystal Salt, Bakers Chocolate), on April 2 renews for 52 weeks When a Girl Marries on 75 NBC stations Mon. thru Fri. 5-5:15 p.m. and (for Post's Raisin Bran and Post's Bran Flakes), renews Portia Faces Life on 86 NBC stations Mon. thru Fri. 5:15-5:30 p.m. Agency: Benton & Bowles, N. Y.

SOUTHERN SPRING BED Co., Atlanta (beds, bedding), on March 27 for 13 weeks renews Robert St. John on 20 NBC stations Thurs. 10:15-10:30 a.m. Agency: Tucker Wayne Co., Atlanta.

TECHNICAL

WALTER L. ROE, manager of the international program and radiophoto service of RCA Communications, responsible for operations of all RCA program and radio circuits used in the transmission of news broadcasts from abroad, has resigned after 17 years with the company. Recently returned from the Asiatic-Pacific forward area, Mr. Roe was instrumental in coordinating military radio operations with the company's transpacific circuits terminating at the San Francisco office.

MAX UHLIG, former assistant sound supervisor of CBS, has joined Columbia Recording Corp., CBS subsidiary, to head a new sound and production department.

LT. COL. JOHN VASSOS has returned to the RCA Victor Division as consultant designer, a post he held from 1934 until 1942 when he entered the armed forces. He recently was discharged from the Army Engineering Corps after 2½ years on special missions overseas.

WILLIAM MUELLER, former transmitter engineer of WFBL Syracuse, has been promoted to staff sergeant in India where he is building radios and antennas for the Army Air Corps.

CARL HABBERMAN, assistant chief engineer of WGRC Louisville, is the father of a girl.

CHARLES RAYBURN, chief engineer of KVAK Atchison, Kan., has resigned to care for his other business interests.

BILLY G. PARKER, former KVAK engineer-announcer, is now in the Coast Guard.

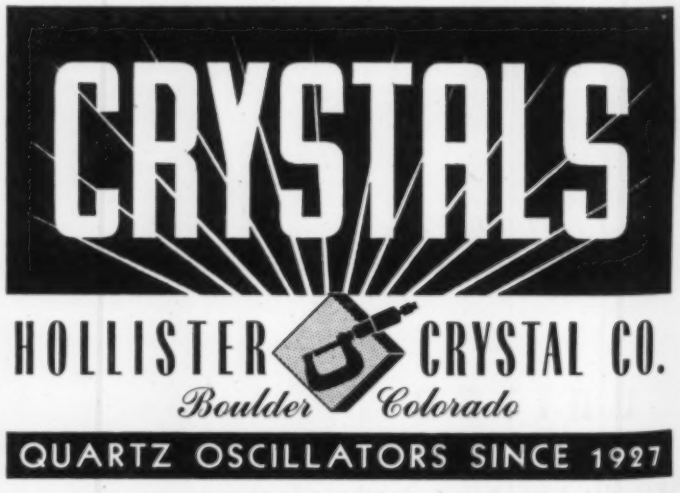
BOB CROTTINGER has been named acting chief engineer of KANS Wichita. **DICK PILANT** is a new addition to the engineering staff. **LLOYD PETERSON** has returned to the KANS control room on parttime basis.

MARVIN BREINES, released from the Army, has joined the engineering staff of WNEW New York. He formerly served with the FCC and with WFBC Greenville, S. C.

DOUG SQUIRES, operator of CBK Watrous, Sask., is the father of a girl.

NORMAN OLDING, regional engineer of the CBC, Vancouver, has been promoted to operations engineer and has moved to Montreal.

BOB SANISLO is new operator-announcer with KONP Port Angeles, Wash. He was recently released from the Coast Guard.



ARMY COMMISSIONS PALEY AS COLONEL

WILLIAM S. PALEY, CBS president on leave, was commissioned a colonel in the Army on March 13 and assigned to Psychological Warfare Division, SHAEF, as deputy chief. Previously he had been chief of the radio section, PWD, from the time of its organization in January 1944.

Col. Paley

The radio section of the PWD directs military broadcasting to enemy and enemy-held territory and coordinates these activities with those of such civilian agencies as OWI and BBC. PWD's radio section also supervises allied broadcasting and public address activities in the field, including the operation of Radio Luxembourg, and assists in rehabilitation broadcasting to liberated areas.

Overseas since October 1943, Col. Paley served first in the Mediterranean theatre on special assignment for the OWI. While in that theatre he joined the Psychological Warfare Branch of SHEAF, supervising its radio activities, including the planning and organization of the Italian broadcasting network.

Biscuit News

NATIONAL BISCUIT Co., Los Angeles (crackers, cookies), on March 26 starts for 26 weeks, sponsoring Larry Smith newscasts on 3 Z-Bar Network stations (KGIR KFPA KRMB), Mon., Wed., Fri., 10:15-10:30 a.m. (MWT). Firm also sponsors Rex Miller, commentator, on 39 Don Lee Pacific stations, Mon. through Fri., 4:15-4:30 p.m. (PWT). Agency is Botsford, Constantine & Gardner, Los Angeles.

Gallaher Appoints Grant

GALLAHER DRUG Co., Dayton, with outlets in Ohio and Kentucky has appointed Grant Adv., New York as agency for radio and institutional advertising. Current schedule, which got under way March 1, includes WCMI WING WHIO WHIZ WIZE. Firm uses five, ten minute and quarter-hour news and music programs from three to six times daily on each station.

OWI PACKET, WEEK APRIL 16

Check the list below to find the war message announcements you will broadcast during the week beginning April 16. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	STATION ANNOUNCEMENTS						
	NETWORK PLAN	Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Medical WAC	X	--	--	--	--	--	--
V-Mail	X	--	--	--	--	--	--
Dangerous Pennies	X	X	X	X	X	--	--
Stop Wartime Accidents	--	X	X	X	X	--	--
Paper Salvage	--	--	X	--	X	--	--
Careless Talk	--	--	--	--	--	X	X

See OWI Schedule of War Message 156 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

John S. Daggett

JOHN S. (Uncle John) DAGGETT, 65 pioneer radio station manager, died March 14 at Doctor's Hospital, Los Angeles. Inactive in radio for some years, Mr. Daggett in the early 20's was a writer-producer, announcer and entertainer as well as manager of KHJ Los Angeles. He originated and broadcast a daily *Children's Hour* on that station using name of Uncle John, which became well known on the West Coast. Surviving is a son, John S. Daggett Jr., of Chicago.

Acme Changes

AFTER many years of cooperative sponsorship of both *The Shadow* and *Nick Carter*, Acme White Lead & Color Works of Detroit, effective April 22 will take over complete sponsorship of the *Nick Carter* show and place it on 113 Mutual stations Sundays, 5:30-6 p.m. EWT. Format is said to be strengthened and new writer is Edith Meiser, who once wrote Sherlock Holmes scripts. Acme will drop participations in *The Shadow*. Contract for 52 weeks was placed by Henri, Hurst & McDonald, Chicago.

Acquires KGHI 10%

ACQUISITION of 10% interest by S. C. Vinsonhaler in the licensee partnership of KGHI Little Rock, Ark. for $12,000 from A. L. Chilton and Leonore H. Chilton, was granted by the FCC last week. Mr. Vinsonhaler is general manager of KGHI and was a minor stockholder in KLRA prior to the duopoly severance of the two Little Rock stations.

Lambert on CBS

LAMBERT PHARMACAL Co., New York, resumes network advertising this week as sponsor of the *Billie Burke Show* on 146 CBS stations Sat., 11:30 a.m. to 12 noon. Series starts March 31 for Listerine Toothpowder, having been discontinued March 24 on 138 CBS stations by Servel Inc., New York. Since Lambert's last network series, *Grand Central Station*, discontinued on CBS in 1940, company has been using spot radio. Current schedule includes *Quiz of Two Cities*, sponsored on 19 stations in 22 markets for Listerine Toothpaste, and scattered spot announcements, with no change contemplated at present. Business placed through Lambert & Feasley, New York. Program was formerly handled for Servel by BBDO, New York.

Bradley Joins Grant

EVERETT BRADLEY, former account executive of Compton Adv., New York, has joined Grant Adv. as vice-president in charge of the Chicago office, effective March 31st. Howard Jones, former vice-president in charge of the Chicago office, has been promoted to vice-president in charge of the central staff of Grant Adv. Mr. Bradley was account executive on the Ivory Soap account at Compton. Previously he was vice-president of Pedlar & Ryan, New York. Mr. Bradley in his new capacity will handle Old Dutch Cleanser, Folger Coffee and Mars Milky Way.

Griesedieck Baseball

WIL St. Louis will broadcast home games of the Cardinals and Browns for the 1945 season under sponsorship of Griesedieck Brothers Brewery. Announcer Harry Caray and baseball veteran Gabby Street will describe both day and night contests. A special network comprising KFRU Columbia, Mo., KHMO Hannibal, KDRO Sedalia, KFVS Cape Girardeau, WJPF Herrin, Ill., and WKRO Cairo, Ill., will broadcast the games. Agency: Ruthrauff and Ryan.

Horn Promoted

CHARLES W. HORN, former director of research and development of NBC, has been promoted to a captaincy in the Naval Reserve. He is an assistant to Rear Adm. Joseph R. Redman, director of the Office of Naval Communications. The promotion was pre-dated to 1942, the time Mr. Horn was selected for promotion.

Shake hands with
WFPG
ATLANTIC CITY, N. J.
EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.
For further details on WFPG---write EDDIE KOHN, ATLANTIC CITY, N. J.
For further details on other Friendly Group Stations, write JOHN LAUX, Managing Director "THE FRIENDLY GROUP", STEUBENVILLE, OHIO
THE FRIENDLY GROUP
WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!
WIBW The Voice of Kansas in TOPEKA

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Good combination man with first class license, to take over duties as chief engineer for progressive local 250 watt station. Midwest. Good salary. Send qualifications to Box 218, BROADCASTING.

Midwestern Blue Network outlet desires services all-round announcer. Must be acquainted with transcription library operation. Starting salary 50-hour week in excess of $225.00 per month. Applicant must be prepared to submit voice transcription and photo on request. Box 277, BROADCASTING.

Sales production manager with program and sales experience desired by California regional network station. Give complete qualifications, personal history and salary desired. Answer Box 387, BROADCASTING.

Wanted—Man to serve as salesman-announcer by west coast regional network station. Previous radio experience unnecessary if education, voice and common-sense okay. Prefer World War 2 veteran. Answer Box 388, BROADCASTING.

Immediate and future openings for discharged servicemen in announcing, production and program departments. We are looking for men who desire to build for postwar period. 5000-watt Mutual affiliate and key station for expanding regional network. Box 394, BROADCASTING.

Discharged servicemen wanted as radio salesmen. Exceptional opportunity. Excellent drawing account and commission. Also, opening for engineer. 5000-watt Rocky Mountain station. Box 395, BROADCASTING.

Studio recording and transmitter engineers for regional NBC affiliate. NABET scale. Reply Box 420, BROADCASTING.

Salesman wanted. Man familiar with small market station operation and real understanding of radio sales. Send record of experience, references and photo first letter. Network station in center of richest farm area in west. Write Box 423, BROADCASTING.

CBS MIDWEST AFFILIATE ORGANIZING SMALL NEWS BUREAU AS NECULEUS FOR A DEPARTMENT WE EXPECT TO BE MIGHTY IMPORTANT TO OUR STATION IN POST WAR YEARS. THIS IS OPPORTUNITY FOR AN EXPERIENCED MAN WHO LIVES, EATS AND SLEEPS NEWS AND HAS THE ENERGY A ONE-MAN DEPARTMENT WILL REQUIRE. DESIRE A MAN WILLING AND ABLE TO GO OUT IN COMMUNITY AND DEVELOP HIS NEWS SOURCES AND ESTABLISH HIMSELF AS A NEWSMAN. BOX 428, BROADCASTING.

Wanted—Salesman. Outstanding independent station in middlewest seeks commission salesman of proved ability and integrity. Right man can earn $10,000-$12,000 a year. Send complete details first letter, in confidence, to Box 429, BROADCASTING.

Writer with administrative ability, experience and responsibility. Assist with radio promotion for service organization in middlewest. Box 455, BROADCASTING.

Have an opening for a good announcer at Utah's 5000 watt Blue Network affiliate. Address usual necessary information to KUTA, Salt Lake City, Utah.

Operator—First or second class license required. Good salary and working conditions. Send qualifications to WJIM, Lansing, Michigan.

Wanted—Young lady preferably with journalism background or equivalent to begin as typist and receptionist to work into full time copywriter. Please send all details WKPT, Kingsport, Tenn.

Wanted—Combination man by network affiliate. Chief's position open. Contact KOVC, Valley City, N. D.

Engineers wanted by new 250 watt station. Two transmitter engineers, good opportunity for right men. Wire age, license, experience, and draft status at once. Chief announcer also wanted. WPAG. Ann Arbor, Mich.

Alaska broadcasting station has opening for operator announcer with first or second class license. Starting salary about $250. We pay transportation from Seattle on year contract. Write or wire Edwin A. Kraft, 708 American Bldg., Seattle, Wash.

Wanted — Continuity writer. Not for spots alone, but a writer capable of handling continuity department and converting ideas into finished program. KGNC, Amarillo, Texas.

Help Wanted (Cont'd)

Transmitter engineer with first class license and at least two years operating experience. 40 hour week; average earnings $44.00 to $46.00 per week depending on overtime. Ideal location for sports, scenery and climate. University City of 25,000. Supply picture, draft status and availability. KGVO, Missoula, Montana.

Chief engineer position open. Forty hours, five day week. $285.00 monthly, time and half overtime. Bulk of duties include maintenance and engineering. chief. Must be able to pinch hit as announcer when occasion demands. Air mail transcription of announcing in addition to engineering, personal and draft data .Pendleton, KJBS, San Francisco.

Announcer-newscaster—Wanted by basic major network affiliate in northern New England. Box 459, BROADCASTING.

First class engineer wanted for progressive 250 watt Blue-Mutual station in northeast Texas. Send qualifications and salary requirements to Box 466, BROADCASTING.

Several first or second class engineers. Pennsylvania. Permanent. Box 467, BROADCASTING.

Situations Wanted

Manager of proven ability and capable of taking complete charge, is prepared to discuss a change. Interested only in deal which offers real money and outstanding opportunity for future growth. Age 40. Solid background plus unusual record makes this man a natural selection for a tough but profitable job. All replies confidential. Interview can be arranged. Box 430, BROADCASTING.

Situations Wanted (Cont'd)

What do you offer ace newscaster, thoroughly experienced announcer, deferred and former program-production director, seeking permanency? Box 452, BROADCASTING.

Wanted—Position as radio announcer in Florida. Transcription furnished upon request. Box 453, BROADCASTING.

Producer-program director—10 years radio experience, six on networks. Thoroughly familiar with all phases of programming, production, and equipped to handle personnel responsibilities. Conscientious worker with initiative and originality. At present employed as producer-announcer at N. B. C. key station. Interested in making change for greater opportunity. Box 457, BROADCASTING.

Experienced sports announcer available on two weeks notice. Baseball play by play and rebroadcast, basketball, football, boxing. Straight sportscast, interviews. 4F, 29, married. 6 years experience sports and staff. Will go anywhere. Minimum salary $400 monthly. Box 458, BROADCASTING.

Announcer — Experienced production, copy advertising. Excellent background, highest references. Available at once. Details upon request. Write Box 460, BROADCASTING.

Wanted—Position chief or transmitter engineer, southern station. Preferably Florida. Experienced 250 watt to 50 kw. Details first letter. Box 458, BROADCASTING.

Salesman—Interested changing to network sales department or New York station. Especially qualified for New York, Chicago or Boston office of national representative. Box 462, BROADCASTING.

Situations Wanted (Cont'd)

Commercial manager with unusual record of achievement desires larger opportunity. If you have a problem and can offer both permanence and top flight income opportunity, a personal interview will be arrange. All replies confidential. Box 431, BROADCASTING.

First class engineer now employed as chief engineer and manager of 250 watt station. Wife with third class working as combination operator. Want a change to southern state. Draft exempt. Box 446, Broadcasting.

There's no substitute for experience—fifteen years of it- Announcing, news, special events, programs, continuity, controls, supervision, responsibility, and restricted license. Now managing local station. If your deal is really good, might invest one to four thousand dollars. Prefer west or northwest. Age 32, married, family, draft unlikely, not a floater. References. If you need a manager or assistant, or top announcer, let's talk it over thoroughly. Write Box 368, BROADCASTING.

Experienced manager available at once. 19 years of successful, well liked operation as station manager, sales manager and as national sales representative. Plenty of program experience. Future of present job no longer exists. Steady enthusiastic worker. I'm looking for a permanent job. 42 years old, married with fine family. Present employer knows of this ad. Reply Box 463, BROADCASTING.

Secretary. Radio, advertising, motion picture experience. Clears debris, follows through on details, flexible to needs of work. Likes people, people like her. New York City. Box 465, BROADCASTING.

Wanted to Buy

Wanted—Controlling interest in local or regional station. Box 383, BROADCASTING.

Wanted to buy — Local radio station. Box 384, BROADCASTING.

Wanted—FCC approved frequency monitor. Send complete information. Box 386, BROADCASTING.

Wanted—Everything for 100 watt station. Cash, trade, lease. Box 438, BROADCASTING.

Wanted to buy—for cash, any or all parts of a 250 watt station. Please answer to Box 449, BROADCASTING.

$300,000 available for outright purchase of operating radio station. Sale subject to FCC approval. All replies kept confidential. Please answer to Box 450, BROADCASTING.

Wanted to buy—Turntables, dual speed consolette. Box 454, BROADCASTING.

Require two 300 watt antenna tower beacons with flashers. Box 456, BROADCASTING.

Wanted—Late model Graflex with flash bulb attachment. Quote condition and type lens. KMLB, Monroe, La.

Would like to buy radio station, and would if possible like to get newspaper plant connected with it. Prefer southern states, but will consider all replies. Would consider buying stock or part interest. Box 468, BROADCASTING.

For Sale

250 watt composite transmitter. FCC approved. Will sell immediately $2000 as owner going into the service. West Coast Amusement, Latham Square Building. Oakland, California.

100-watt composite transmitter, suitable for FCC approval. $2,000.00. Regional Radio Sales, 231 W. Wisconsin Avenue, Milwaukee 3, Wisconsin.

250-watt composite transmitter, suitable for FCC approval $2,600.00. Regional Radio sales, 231 W. Wisconsin Ave., Milwaukee, 3, Wisc.

250-watt composite transmitter, just rebuilt, fine condition, ready for FCC approval, $2,900.00. Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisconsin.

No priority. One new 4 channel remote amplified complete with tubes and phones. Broadcast standard. Leather carrying case. $350.00. R. B. Glenn, 6102 Saturn St., Los Angeles 35, Calif.

For sale—Two EU7 Presto recording amplifiers. One 75A Presto recording turntable. Box 464, BROADCASTING.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
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Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
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District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT 4th YEAR

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
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GENNETT·SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

BUY
WAR BONDS

Clear Channel

(*Continued from page 13*)

Spearman, counsel for the Regional Broadcasters Committee (successor to the National Assn. of Regional Broadcasting Service) developed these salient points:

The Commission plans to go ahead with the May 9 hearings, regardless of the state of preparation.

The FCC plans to inquire closely into clear channel programs.

Financial statements, heretofore filed with the Commission on a confidential basis, may be thrown open to all parties interested in the clear channel hearings.

The FCC feels the standards of clear channel broadcasting have been too lax.

Rosel H. Hyde, assistant general counsel for broadcasting, who presided, suggested that attorneys could go ahead with preparation for May 9 on Issues 4, 6 and 9 on whether power in excess of 50 kw would unfavorably affect the economic ability of other stations to operate in the public interest; whether it is economically feasible to relocate clear channel stations to provide service to areas now without it; whether clear channel stations render a program service "particularly suited to the needs of listeners in rural areas".

Messrs. Caldwell and Spearman contended Issue 6 on relocation of clear-channel stations couldn't be determined until after three engineering committees report their findings and new standards are adopted. "If you're going to stick to present standards, there's no need of the hearings," said Mr. Spearman. "If you're going to change the standards, then we should have the benefit of the committee studies."

Mr. Plotkin said the best data on Issue 6 was the financial information filed by stations with the Commission. "The issue is whether the data should be made available to interested groups." That precipitated heated debate with virtually all of the lawyers insisting that the FCC obtained financial statements as confidential information and to make it available would be to breach a confidence with the industry.

On appearances, Mr. Hyde told the lawyers to "file the best you can". Mr. Spearman requested that any information the Commission has should be made available to all interested parties, to help them prepare their respective cases.

Nationwide interest has been manifest in the Regional Broadcasters' Committee and voluntary subscriptions have been pouring in to take care of expenses incidental to the clear-channel hearings, according to Mr. Spearman.

On the committee are Campbell Arnoux, WTAR Norfolk; Edgar L. Bill, WMBD Peoria; E. B. Craney, KGIR Butte, Mont.; T. A. M. Craven, Cowles Broadcasting Co.; Walter J. Damm, WTMJ Milwaukee; John Shepard 3d, Yankee Network; Hoyt B. Wooten, WREC Memphis.

Members of the various committees set up March 16 [BROADCASTING, March 19] and completed last week, are as follows:

COMMITTEE 1. Determination of What Constitutes a Satisfactory Signal —Edward W. Allen Jr., FCC technical information division, chairman; H. L. Blatterman, KFI; George Lang, WGN; M. R. Mitchell, WJR; George Reynolds, WSM; A. D. Ring, consulting engineer, for CCBS; William B. Lodge, CBS; Raymond Guy, NBC; Charles F. Kocher, WXYZ; Grant R. Wrathall, consulting engineer, Independents; John Barron, George C. Davis G. F. Leydorf, Philip Merryman, RTPB Panel 4; Paul F. Godley, Regional Broadcasters Committee.

COMMITTEE 2. Determination of What Constitutes Objectionable Interference—Clure H. Owen, FCC broadcast division, chairman; K. J. Gardner, WHAM; Paul Loyet, WHO; A. D. Ring; R. J. Rockwell, WLW, for the CCBS, George C. Davis, Lynn Smeby, Grant Wrathall, RTPB Panel 4; T. A. M. Craven, Regional Broadcasters Committee.

COMMITTEE 3. Determination of Distances to Which and Areas Over Which Various Signal Strengths Are Delivered—Dr. L. P. Wheeler, chief, FCC technical information division, chairman; Edgar F. Vandivere, FCC, alternate; George Curran, KFI; George Lewis, WCAU; R. Morris Pierce, WJR; A. D. Ring, for CCBS; J. W. Wright, CBS; W. S. Duttera, NBC; Stuart Bailey, A. Earl Cullum Jr., Frank H. McIntosh, RTPB Panel 4; Dr. G. W. Pickard, Regional Broadcasters Committee.

COMMITTEE 4. Postcard or Similar Surveys—Dallas W. Smythe, chief, FCC economics division, chairman; Louis G. Caldwell, Paul Loyet, for CCBS; John K. Churchill, CBS; Paul F. Peter, NAB; Philip Merryman, NBC; Howard Frazier, RTPB Panel 4; Paul D. P. Spearman, Regional Broadcasters Committee.

Big Movie Fund

THE motion picture "Colonel Blimp" will make its bow to the U. S. March 29 supported by what is probably the largest radio advertising budget ever appropriated by Brandt's Gotham Theatre, according to Buchanan & Co., New York, agency handling radio promotion of the technicolor English film, a United Artists release. With more than $10,000 allotted for radio, the agency has contracted for two weeks of spot announcements over six New York stations, with commercials covering the period immediately before the March 29 premiere and one week thereafter. Stations handling Blimp spot announcements aae WMCA WNEW WHN WINS WQXR WEAF.

DUQUESNE BREWING
WON'T RELINQUISH FOR NETWORK CLIENT
Leonard Kapner, WCAE
THE SHADOW
Available locally on transcription—see **C. MICHELSON,** 67 W. 44 St., N.Y.C.

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CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
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CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
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363 E. 75th St. CHICAGO 19
Triangle 4400

At Deadline...

M'DONALD DEMANDS SECRET DATA BE MADE PUBLIC

COMDR. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, Friday wired FCC Chairman Paul A. Porter, urging that unclassified testimony given by industry experts at a secret session with military officials March 12-13, be made public [BROADCASTING, March 19].

He included copy of a wire he sent to the Senate Interstate Commerce Committee, House Interstate & Foreign Commerce Committee and House Merchant Marine & Fisheries Committee, urging retention of FM in its present band and suggesting that Congress note the testimony of the secret sessions, particularly of Dr. J. H. Dellinger, Dr. H. H. Beverage and Dr. H. T. Stetson.

CBS ANNUAL REPORT STRESSES VIDEO STAND

SECRET electronic work performed by CBS television laboratories for the government since outbreak of the war has convinced the network "that postwar television could emerge at a much higher level than its prewar freeze," Paul W. Kesten, executive vice-president, informed CBS stockholders in the company's annual report issued Saturday.

Consolidated income statement shows a net income after taxes of $4,678,361 for 1944 compared to $4,535,941 in 1943. The 1944 gross was $84,905,830; 1943 gross was $75,166,440.

WOR MEN CITED

TWO former WOR employes have been cited for outstanding performances in armed services. Lt. Jerry A. Danzig, USNR, ex-publicity director, was awarded bronze star and citation by Adm. Harold Stark, Commander, U. S. Naval Forces in Europe, for "meritorious performance" during invasion of France, June 6, 1944. S/Sgt. Robert Barkey, WOR engineer before entering Army, won a certificate of merit from Gen. Ewart G. Plank, for "conspicuously meritorious and outstanding performance of military duty in the European theatre" by "contributing to setting up a radio transmitter and antenna sights in connection with military operations against an enemy of the United States."

VETS TO TOUR FOR BONDS

TO PROMOTE the forthcoming Seventh War Loan Drive, the Treasury Dept. in conjunction with the Army Ground Forces has arranged for a nationwide tour of some 600 cities by groups of 24-29 infantrymen constituting an overall force of 1,100 combat veterans fresh from overseas service who will recreate and demonstrate actual battle conditions. Titled "Here's Your Infantry", the groups will be available for presentation of programs over local stations.

ULMER WOULD OWN KGKB

JAMES G. ULMER, majority stockholder of East Texas Broadcasting Co., licensee of KGKB Tyler, Tex., would purchase stock of minority interests (36 shares) for $25 per share and become licensee as individual, under petition filed with FCC Friday for voluntary assignment of license.

PA, HUBBARD GIVE VIEWS ON STATE NEWS COVERAGE

PLANS of Stanley E. Hubbard, president, KSTP St. Paul, to revive Radio News Assn., precursor of wire service coverage for radio, have elicited from Oliver Gramling, PA assistant general manager, statement that the St. Paul broadcaster does not understand PA operations.

Mr. Hubbard announced last week that RNA now is serving, through string correspondents, most stations in Minnesota "because we are unable to get complete coverage from Associated Press." PA is subsidiary of latter.

Mr. Gramling said Friday that Mr. Hubbard sought from AP specific item out of State Legislature upon which AP state house correspondent had not yet reported. "No question of facilities was involved," he added. Mr. Hubbard countered, "Radio today, in proportion, is paying more money for Associated Press than the papers themselves."

Mr. Hubbard had contended that newspapers were getting protection from wire service on exclusives developing in Capital and outstate areas.

WPB NEW STATIONS POLICY WILL HARMONIZE WITH FCC

NEW CRITERIA to be used by the WPB Radio & Radar Division for passing on applications for construction of new standard broadcast stations, harmonizing policy with the FCC freeze order of Jan. 16, 1945, were adopted over the weekend. Conflicts between Construction Bureau and R&R Division are intended to be resolved by new standards.

Henceforth WPB will consider only those applications (1) from locations not now receiving primary service from existing stations and (2) which can show that equipment has been or can be obtained without placing any load on production facilities. Requests for stations in military areas must be supported by the War or Navy Depts.

DEMILLE APPEALS DECISION UPHOLDING AFRA ACTION

CECIL B. DEMILLE is appealing to the State Supreme Court Los Angeles Superior Court's judgment for AFRA in his fight against paying a $1 union fee which he said was for political purposes. Judge Emmet H. Wilson last January upheld AFRA's right to suspend DeMille and prevent his appearing as director-producer-mc of CBS *Lux Radio Theatre* at a reported $2,050 weekly.

REICHOLD CHANGES FORMAT

AT THE conclusion of the regular Detroit Symphony Orchestra season April 7, Reichold Chemicals, Detroit, will cut its Saturday night Mutual hour to a half-hour program featuring Detroit Symphony and guest artists from the American republics. Agency: Grant Adv.

TRUMAN NAMED IN CANADA

A. W. TRUMAN, superintendent of schools for New Brunswick, has been named to serve three years on nine-man Board of Governors of Canadian Broadcasting Corp.

Business Briefly

(Continued from page 4)

General Foods program in that period, will be discontinued. Ford drops *Stars of the Future* on 180 Blue stations, Friday, 8-8:30 p.m.

NEW CAMPBELL SHOW ● Sponsorship of Moore and Durante show on 133 CBS stations, Friday, 10-10:30 p.m. will be taken over April 6 by Campbell Soup Co., giving it three programs on CBS. No changes have been indicated on the other programs but Jack Carson show comes up for renewal in May.

FORM VIDEO UNIT ● Leslie Charteris, author of "The Saint" mystery stories and radio scripts, and Anson Bond, producer of training films for the armed services, have formed Bond-Charteris Enterprises, Hollywood, to produce movies for television.

P & G DROPS 'PLAYHOUSE'; SWEETHEART TAKES TIME

PROCTER & GAMBLE Co., March 30 drops *Star Playhouse* for Dreft and Crisco on 74 NBC stations Mon.-Fri., 11:30-11:45 a.m. Two weeks later, beginning April 16, time has been reserved through Duane Jones Co., for new Manhattan Soap Co. program (Sweetheart).

Procter & Gamble secured Mon.-Fri., 10:45-11 a.m. on 74 NBC stations, beginning April 2 for *Joyce Jordan*, second former General Foods serial recently acquired by soap firm. Crisco will be promoted in East through Compton Adv.; Dreft in West through Dancer-Fitzgerald-Sample. With *Road of Life* shifting April 16 from 11-11:15 a.m. to 10:30-10:45 a.m. on NBC, P & G will have the earlier continuous half-hour requested on NBC. Seven Pacific coast and six Arizona NBC stations, unable to clear 10:30 a.m. spot, will record serial and broadcast locally 11-11:15 a.m. Agency is Compton Adv., product, Duz.

People

GWENDOLYN SCHRYVER, member of WJR Detroit sales department, has been named station commercial editor.

GEORGE GRIM leaves this week for Italy as war correspondent for five stations owned by Cowles brothers. He leaves post as radio promotion director of Cowles paper, *Minneapolis Star Journal*, for assignment.

M/SGT. ALVIN JOSEPHY, USMC combat correspondent who participated in Iwo Jima action, and others, back in U. S. He is former special eventer for OWI and WOR Mutual.

ARTHUR SIMON, formerly general manager, WPEN Philadelphia, scheduled to join WIND Chicago as promotion chief.

LEO J. FITZPATRICK, general manager, WJR Detroit, named campaign chairman for the Detroit Catholic Archdiocesan Development Fund.

1ST. LT. GEORGE F. PUTNAM, USMC officer with Special Services of the Corps, back in U. S. after South Pacific tour.

CAPT. MELVIN MAGINN, former chief announcer of WLW Cincinnati, where he was known as Peter Grant, broke a finger in a baseball game in Oahu, Hawaii.

ADVERTISING MUST PACE PROGRESS

. . . and Diogenes Smiled!

Diogenes must have smiled when, in 1911, farsighted advertising men endorsed the Model Statute framed by Printers' Ink. Subsequently adopted by 25 states, this Statute led to the establishment of Better Business Bureaus throughout the country, and pioneered censorship from within the advertising business. More than this, by making *Truth* a selling standard, public confidence in advertising was established, and the upgrading of advertised products stimulated.

ANY PERSON, FIRM, CORPORATION OR ASSOCIATION WHO, WITH INTENT TO SELL OR IN ANYWISE DISPOSE OF MERCHANDISE, SECURITIES, SERVICE OR ANYTHING OFFERED BY SUCH PERSON, FIRM, CORPORATION OR ASSOCIATION . . . MAKES, PUBLISHES, DISSEMINATES, CIRCULATES, OR PLACES BEFORE THE PUBLIC . . . IN A NEWSPAPER OR OTHER PUBLICATION . . . AN ADVERTISEMENT OF ANY SORT . . . WHICH CONTAINS ANY ASSERTION, REPRESENTATION OR STATEMENT OF FACT WHICH IS UNTRUE, DECEPTIVE OR MISLEADING, SHALL BE GUILTY OF A MISDEMEANOR.

In the DISTRIBUTION DECADE

Advertising Must Continue To Inspire Confidence!

Advertising has a man-sized job to do in the Distribution Decade! After peace, in order to prevent an economic depression, our nation must consume at least 40% more than in the pre-war era.

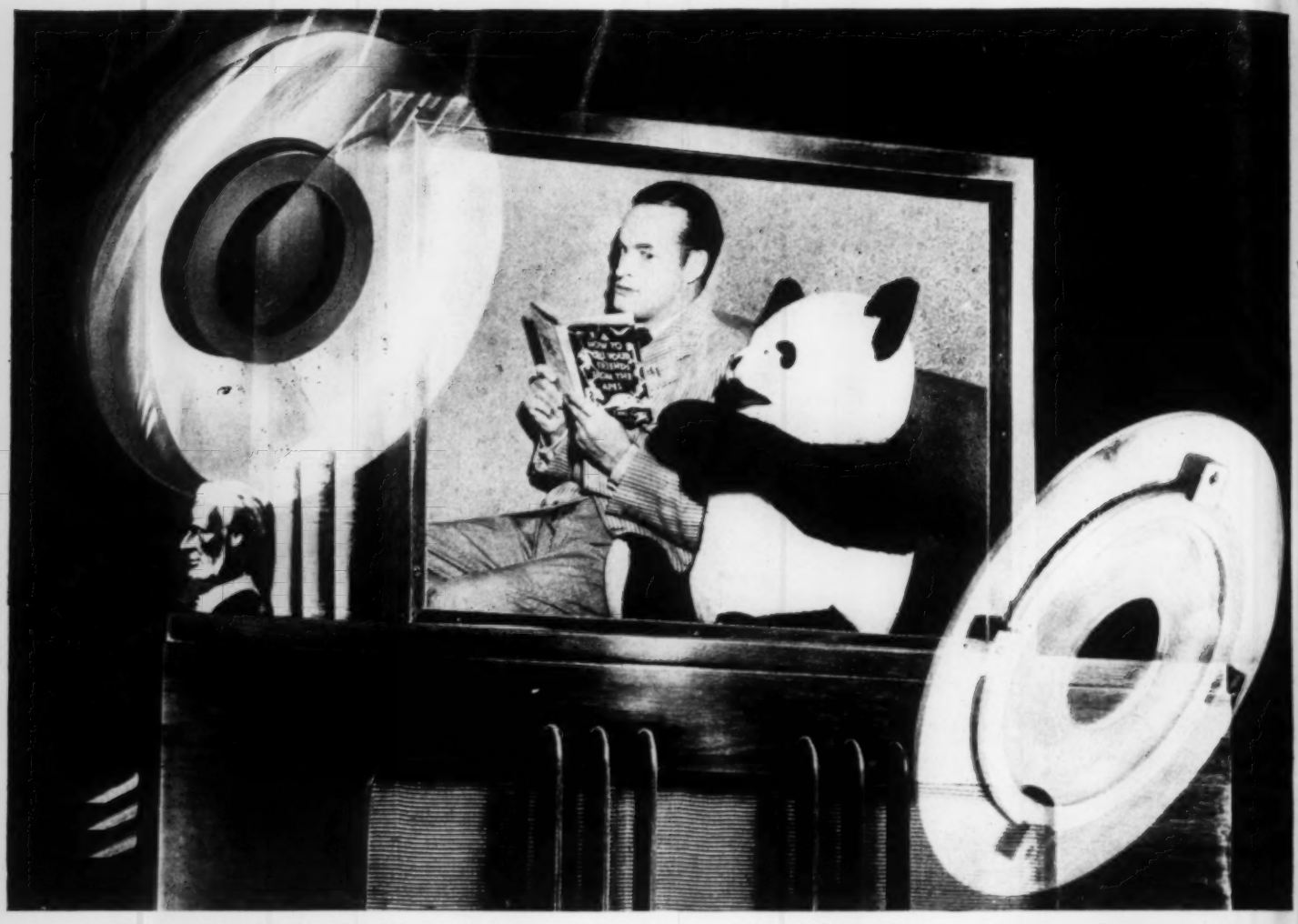
Money, manufacturing facilities, manpower and materials will be abundant. With Advertising functioning at its unhampered best, the big task of rapid, efficient, economical distribution *can be done!* But in the doing, Advertising must zealously guard its established standards of integrity, for to be effective, Advertising must *inspire confidence!*

At The Nation's Station, we will be striving to elevate still further in the Distribution Decade, those high standards of honesty in advertising long advocated by WLW.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION



RCA Laboratories model with an 18- by 24-inch screen showing how Bob Hope may appear on home television in the future

New Projection Television - Bob Hope's face "big as life"

Can you picture Bob Hope on television... seeing his face *big as life*—right in your own living room?

Well, you will—for now, thanks to RCA research, all limitations on the size of home television screens have been removed.

RCA Projection Television sets can have 18- by 24-inch pictures or, for that matter, pictures as large as the screen in a motion picture theater!

When you tune in an NBC television broadcast you'll almost think the actors are in the same room with you.

And trust NBC, America's No. 1 Network in sound broadcasting today, to bring you the best in home television entertainment tomorrow.

This revolutionary improvement in television was achieved in RCA Laboratories by development of an entirely new reflector and lens, shown in phantom above. This lens, made of inexpensive plastic, is eight times as efficient for the purpose as the finest optical lens.

When you buy an RCA radio, phonograph or television receiver—or any other RCA product—you receive the benefit of the latest research development of RCA Laboratories. It is this *plus value* which is your assurance of lasting satisfaction.

The public recognition of this *plus value* has given to RCA world leadership in the radio, phonographic, television and electronic art.

Dr. D. W. Epstein with a projection television tube, reflector and lens unit. Here the image on the end of the tube hits the reflector, is corrected by the lens, projected to the screen, then enlarged... making possible larger and clearer television than had ever existed before.

RADIO CORPORATION of AMERICA

PIONEERS IN PROGRESS RCA

PRINTED IN U.S.A.

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